

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

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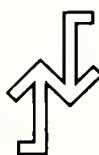


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computer into
the pharmacy

Council agrees
to retain STV

Management
course for
GP pharmacists

Beecham bid
for Scott &
Bowne Ltd.

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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Editor Ronald Salmon MPS

Assistant Editor Adrienne de Mont BPharm MPS

Technical Editors Graham Thorne BPharm MPS,
Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

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North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
North west 491 Chester Road, Old Trafford, Manchester M16 9HF
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West country & south Wales 10 Badminton Road, Downend,
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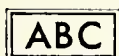
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15 July 1978

COMMENT

Have a say!

The Pharmaceutical Society's Council has decided to extend next year's annual meeting to accommodate a discussion of the interim report of the working party on the future of general practice pharmacy (p114). Normally this function is one for the "stalwarts" and, judging by the yawn that seems to have greeted the report so far, the new attraction might have difficulty rivalling others in the capital for both Londoners and those in town for the next day's representatives meeting.

Perhaps it is because pharmacy has trod this path so many times before, seen so many reports but so little action, that the non-politician is tempted to ask if the effort is all worth while. The answer is that worthwhile or not, the effort must be made, for the report makes some fundamental proposals which can not be allowed to become the profession's adopted policy (or even be rejected) without thorough appraisal.

So the branches will need to study these proposals, and we urge all general practice pharmacists to make sure that they attend the appropriate meetings. It will be no good crying after the event—as many have in respect of the "chemist" title—that the final decisions were "not what we wanted". Democratic systems demand an involvement.

An executive's lot

It is the accepted lot of anyone charged with carrying out the wishes of a committee that a share of criticism for failure will come their way, whereas any praise going will generally be showered on the committee itself. Alan Smith, as chief executive of the PSNC, has perhaps had more than his fair share of undeserved harsh words, some of them from our columnist Xrayser. It therefore falls to us to offer a few words in his defence to redress the balance since it is also the executive's lot to "suffer in silence".

The Xrayser column is written from "grass roots" level by a general practice proprietor who reacts to current pharmaceutical affairs in a way that strikes a chord with many of his peers and without the benefit of "inside" knowledge. Thus he overstepped the mark in last week's column by questioning whether Mr Smith could have been the independent architect of the action threatened to West Glamorgan for withholding PSNC levy. In such matters of course, the chief executive acts as servant of the committee, carrying out its instructions (we understand that in fact the West Glamorgan committee were warned of the consequences of their action).

The past months have been so eventful for chemists that it is easy to forget that Alan Smith has still not completed two years at PSNC—and this is no office in which to expect overnight miracles. It has nevertheless been a period of considerable change, of new methods of approach to an intractable government machine, of an increased public awareness of the retail pharmacist's role, and of fairer distribution of remuneration among contractors. And to quote a few figures which should not be overlooked, the total remuneration has increased 13.3 per cent from £129.4m in 1977 to an estimated £146.6m in 1978, with the average estimated payment per pharmacy up from £13,401 to £15,432. Mr Smith and his PSNC secretariat colleagues deserve at least their share of the praise for these achievements, even if the goal of an increase in profit margin still seems far distant.

Chemists are 'not selling enough'

Research shows that chemists have plenty of customers but fail to sell enough to them, according to the latest Mintel report. "The solution," says Mintel, "should lie in making chemist shops an attractive outlet using the sort of promotions mounted by Unichem and Numark, as well as freeing chemists from some of the petty restrictions which hinder their prosperity while doing little for their professional standing."

"At the same time the Government has a duty to see that pharmacists are properly remunerated for their role in the National Health Service. Like so many professionally skilled people, chemists have been squeezed so that hard earned qualifications must at times seem hardly to have been worth the effort. In other words it is not Government bounty (that is, taxpayers' money) that is needed but a proper recognition that a serious skill must be paid for by the NHS or patient, instead of the Government trying to trade on pharmacists' sense of duty then bemoaning the fact that shops are going bankrupt."

The report also says four out of five people use a chemist as often as once a month. More than 1,000 adults interviewed in March were asked which of 10 types of products they purchased, and

answers were recorded separately for Boots and others.

Prescription items were mentioned by 42 per cent (of whom 23 per cent were Boots and 47 per cent customers of others). Other medicines were mentioned by 38 per cent (Boots 28 per cent, others 32 per cent). Also listed were toiletries mentioned by 60 per cent of customers of all types, cosmetics 23 per cent, photographic and developing 11 per cent, health and food drinks 11 per cent, records 9 per cent, gardening products 2 per cent, electricals 2 per cent, and others 17 per cent. Mintel comments that the research underlines the relative greater importance of NHS work and to a lesser extent other medicines in non-Boots outlets. It is pointed out that "other chemists" included, for example, Underwood which are close to Boots in product mix; chemists of a traditional nature had even greater dependence on prescriptions. On the competition facing smaller chemists Mintel says it is of particular concern in areas which were once looked upon as the chemist's special preserve such as toiletries and cosmetics. Mintel reports are available at £30 per month or £130 per year (UK) from 20 Buckingham Street, London WC2 (telephone 01-839 3276).

Mr Ennals considers PSNC's latest reply

Mr David Ennals, Secretary for Social Services, is "considering" the latest letter from the Pharmaceutical Services Negotiating Committee about the arbitration dispute (last week, p52).

Mr Roland Moyle, Minister for Health, confirmed in a Parliamentary written answer on Monday that the letter arrived in Mr Ennals' office on June 28, the day before the three-hour debate in the House of Commons on pharmacists' problems. Mr Moyle was replying to a question from Mr Kenneth Clarke, MP, one of the Pharmaceutical Society's Parliamentary advisers, who had asked what response the Government now proposed to give to PSNC's arbitration request.

ACAS told 'no scope for settlement'

The Pharmaceutical Services Negotiating Committee has received a letter from the Advisory Conciliation and Arbitration Services (ACAS) saying that at a meeting between ACAS and Department of Health officials the latter had indicated there was no scope for a consolidated settlement on the profit margin issue under ACAS auspices. This

was reported at PSNC's meeting on June 28.

PSNC has decided that representations be made to the Department of Health seeking an amendment to FPN 144 and FPN 180 to define a full time pharmacy for purposes of the Essential Small Pharmacies Scheme as one which "provided a full time service (as defined by the minimum hours laid down in the Committee's Hours of Service Scheme or other hours as agreed by the hours of service subcommittee)".

The Committee approved a letter to be sent to the Department making further representations on the question of the date of implementation of price changes.

It was agreed that a conference of Local Pharmaceutical Committee representatives would be held on November 26 at the Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN, and that a letter would be sent to Local Pharmaceutical Committees inviting resolutions.

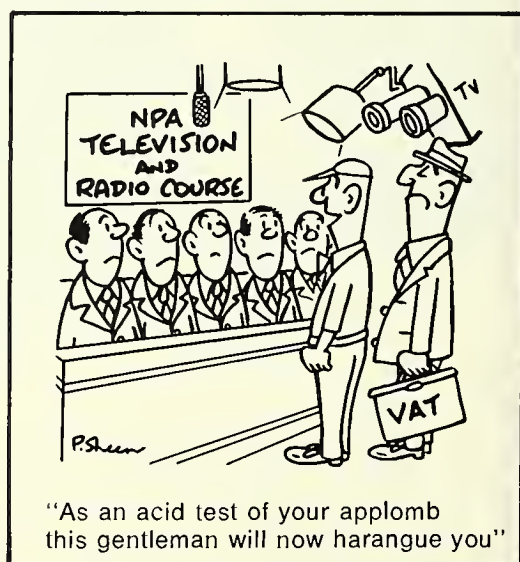
Following receipt of a letter from Mr K. G. F. Day, secretary, Society of Family Practitioner Committees, PSNC decided that LPCs should be advised to approach their FPCs for telephone numbers of medical practitioners to be printed on all FP10s where these are not already included.

NPA suffers deficit but hopes to keep expenditure down

The National Pharmaceutical Association suffered a deficit of £21,349 last year.

But a comment in the annual report for 1977 reads: "The effect of the fall in interest rates, which depressed the clearing house results, the increased claims made on the Chemists' Defence Association and the purchase and refurbishing of the St Alban's offices have obviously been felt. However, every effort is being made to keep trading income up and expenditure down so that any call during 1978 for extra subscription income will be held down to the absolute minimum."

The immediate past chairman, Mr George Rillie, writes in his introduction that there had been substantial progress in all departments with the Chemists' Mutual Insurance Co and business aids department particularly showing considerable increases. Five members of the board and senior staff participated in a television and radio training course "so



that we could make the very best use of any opportunity presented to better inform the public about those issues of concern to pharmacists; the expertise gained has since been put to good use on several occasions".

Mr Rillie also refers to the board members' re-affirmed belief that the descriptive title "chemist" should be allowed in advertising non-professional goods and services.

According to the report, 1977 was a good year for locums. There were few occasions when locums could not be found quickly for members faced with a sudden emergency. But for members wishing to cover their annual holidays much depended on the time of year; the demand for locums in August was higher than for several years and very low in June, "which again shows a need for holidays to be staggered by members who are not restricted to school holiday periods."

The face value of coupons redeemed by Coupex increased by nearly a half although the number of coupons redeemed rose by only 12 per cent.

Unichem bring computer ordering methods to independent pharmacy

Unichem are bringing the microcomputer terminal into independent retail pharmacy on a large scale for the first time with the introduction of a stock control and management system called PROSPER ("profit orientated sales planning and evaluation routine"). The terminal is the size of a pocket calculator and is used to record orders which are transmitted via a telephone coupler to Unichem's computer system.

The new routine starts with a member of the pharmacy staff entering the product code plus the quantity required into the hand terminal. This stores up to 500 order lines and automatically checks data entry—data already in the microcomputer can be reviewed at any time and will be displayed visually.

Shelf labels

The order will normally be entered by an assistant during stock check and all the information she requires will be available on specially printed green-and-white shelf-edge labels. These bear the product name and pack size, Unichem's computer code, the market group number (hairspray for example), the re-order point and re-order quantity—the latter figures are recorded by the pharmacist from management data supplied by Unichem, and if a felt tip pen is used the numbers can be changed without removing the label. Unichem point out that the labels help with stock location and in any case they may be removed and fixed elsewhere in the shop if necessary.

The order—which can be mixed in terms of "ethicals" and OTCs—is transmitted to Unichem's headquarters

computer at Crown House, Morden, using a telephone coupler. A 200-line order can be transmitted in less than 2 minutes and one of the "guinea pig" retailers using the system has estimated that at least six hours of staff time is saved each week on the telephone alone. Transmission of the order may be at any time, in or out of shop hours, to suit the retailer.

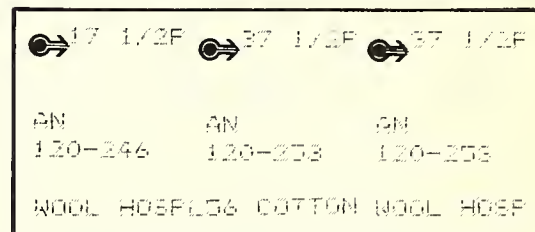
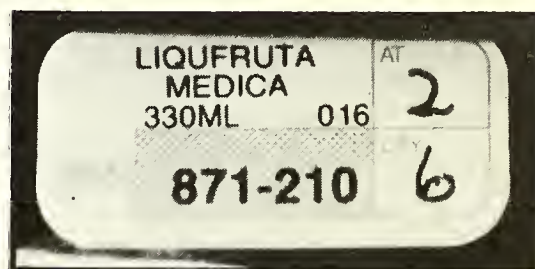
The Crown House computer checks the data as it is received and instructs the terminal to repeat anything if there is an error or if the line develops a fault. (In an emergency calls can be made from a public coin box using the terminal.) Extra large orders can be entered by using a special code, otherwise they will be queried by the computer. At the end of the transmission the terminal emits "a bleep" and displays "send done". The computer automatically recognises PB packs, manufacturers' discounts, etc, and charges the retailer with the appropriate price. The order is then routed via the management computer to the Unichem branch appropriate to the outlet, and here the order form/invoice is printed out side-by-side with price stickers for the products and quantities ordered—these will be delivered with the goods. The retailer will be advised of out-of-stocks by telephone.

The price stickers issued for both OTC and prescription items are printed in blocks of three and are identified in words by a tear-off portion at the base; they also bear the product code. Each label has four security cuts which enables it to be completely removed from gift items—but only in four pieces. The label also indicates that a shop-address slip should be added to the product, or if the product is a prescription-only medicine. The month of issue is also coded to help with stock rotation and control.

Monthly reports

Two forms of management report will be compiled from the computer input. First is a monthly financial summary broken down into product groups with their profitability, so that areas needing special attention can be highlighted. This is backed up by a quarterly report which gives a detailed analysis of product movement and compares figures for the same quarter in the previous years—a total of fifteen months' data. The report also shows members where advantage is not being taken of discount terms and provides a recommendation of re-order points and quantities.

Unichem have taken two years to develop the system, which they say is



Key to the system is the "calculator" microcomputer (top picture) which stores orders and transmits them to Crown House. Centre picture shows one of the shelf-edge labels and lower picture a block of three product labels, complete with tear-off identification.

suitable for both small and large pharmacies. There are currently 41 "guinea pigs" in different parts of the UK and it is expected that installation rate will be some 50 per month initially (there is already a considerable waiting list). Staff are said to like the system very much—Mr Frank Judge from Penge, South London, reports that his assistants were so pleased with the system that all the pharmacy's orders were being routed to the computer at first and nothing to other wholesalers. Staff are also pleased to see the back of stock books and it is hoped that they will have more free time to be trained in "selling".

Other advantages have been fewer out-of-stocks and an increased stock turn. The cost? £30 per month inclusive of price stickers, management data, and terminal rental etc.

Summing up the system, Peter Dodd, Unichem's managing director, says: "We are convinced that our "PROSPER" system is the most significant advance yet in pharmacy retailing and will give users unbeatable benefits in keeping down costs, and improving efficiency and profitability."

Telephone transmission in progress



Management course in GP pharmacy

A course in management for pharmacists in general practice has been prepared by the College of the Institute of Pharmacy Management International in co-operation with the Management Centre at Brighton Polytechnic. The course will be held at Seaford College of Education, East Sussex, September 16-21 (fee £120 including accommodation and meals). There will be a minimum of formal lecturing, and the course will consist of a linked series of practical exercises reinforced by film, discussion and role play. Provision will be for 21 members who will work in small groups with a tutor. The staff will be Peter Mumford and Brian Sanders of Brighton Polytechnic, and management consultant Ken Thompson. Closing date for applications is August 18 sent with the fee to P. A. Mumford, Management Centre, Brighton Polytechnic, Mithras House, Brighton.

Copies of a brochure giving full details are available from Mr E. A. Jensen 39 Withdean Crescent, Brighton, Sussex.

The aims of the course are to enable members to develop skills of setting standards, defining work roles, interviewing, and staff motivation and training. It is the first of a series of "modules" which might eventually lead to the award of a diploma of the College of the Institute. Future modules are planned to cover selling and marketing, security and stock control, finance and display.

Double standards of marketing

Double and in some cases treble standards are applied to the marketing methods of some drugs throughout the world, says a forthcoming Social Audit report on "Marketing and advertising of British food and drug products in the third world."

The author of the report, Charles Medawar, quoted two examples at the World Conference of the International Organisation of Consumers' Unions. He said that Ancoloxin, manufactured by the Glaxo group, "is strongly suspected of causing birth defects" and in the US is contraindicated in pregnancy "in view of the teratogenic effect of the drug in rats." In Britain, according to its data sheet, its use may be "warranted if vomiting is severe in pregnancy" and in

Africa, India and other third world countries, it is specifically recommended for morning sickness.

Another example given was the dosage recommendation for Migril by Wellcome. In the US the maximum weekly dose is the equivalent of five tablets, in Britain six and in the third world 12 tablets weekly. In Africa, the Caribbean and Middle East, no maximum dose is given, says Mr Medawar.

Glaxo told *C&D* on Tuesday that they had not seen or heard of the report. They are investigating the facts of the matter but have "no evidence whatever for supposing that there is any risk of malformation to an unborn child from Ancoloxin."

Wellcome Foundation Ltd, who had been contacted by Social Audit Ltd, said that this was not an issue affecting third world marketing. Their concern, they told *C&D*, was to obtain a "correct standard for all countries developed and underdeveloped. So far there was no adequate assay of the affects of ergotamine in the patient so that the maximum dose is a matter of clinical opinion based on observing the patient." For about three years Wellcome have been attempting to devise an assay and the company is also gathering information on dosage from its medical advisers.

Search for head of publicity continues

Further advertisements for Maureen Tomison's successor as head of the Pharmaceutical Society's publicity appeared in various publications last week. It is understood that several candidates have been interviewed but no appointment has yet been made.

Alison Heap, a second-year pharmacy student at Nottingham University and winner of the Lawrence Prize, receiving her certificate and cheque for £100 from Mr Charles Stevens, FPS. The Lawrence Prize, sponsored by Barclay Pharmaceuticals, marks the association between D. H. Lawrence and the Nottingham firm of Haywoods, now owned by Barclays. It is awarded for academic merit and contribution to student affairs to second-year students at Nottingham

Chemists' sales during May

Retail sales by chemists and photographic goods dealers were 18 per cent higher during May than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 253 (1971=100) while that of all businesses was 246, an increase of 15 per cent. Independent chemists' sales rose 16 per cent to an index of 211 whereas independent retailers generally had a 10 per cent increase to 211. Figures for multiples and Co-operative societies are not given and NHS receipts are excluded.

□ The final seasonally adjusted index of the volume of retail sales in May was 108.4 (1971=100). Based on non-seasonally adjusted data, the value was 15 per cent higher than in May 1977. In the first five months of 1978 the average value of sales was 14 per cent higher than in the corresponding period of 1977.

Selecting a computer

The Chemical and Allied Products Industry Training Board has produced an information paper on how to select a computer system. A short programme of introductory one-day seminars is planned for September and October. The paper is aimed at senior executives in smaller companies and coverage includes: Investigation into need; feasibility study; staffing and training; security aspects; selection; implementation; alternative to "in-house" computers; latest developments. The paper (No 23) "Looking for a computer" (£5 for firms in scope, £9 to others) is available from the Registry-Publications, CAPITB, Staines House, 158 High Street, Middlesex TW18 4AT.

July Price List

We regret that many subscribers have experienced a postal delay on the July *C&D* Price List. Posting of the List was completed on June 29 and we would suggest that inquiries concerning late or non-delivery be taken up with local postmasters.



Lilia-White NEWS



No. 7

SUMMER 1978

GOLDEN OPPORTUNITIES FOR ALL, THIS SUMMER!

Lilia-White is increasing its domination of the £55m Sanitary Protection Market. Jack Laming, Lilia-White's General Sales and Marketing Director, said "The market is still attracting new entrants — specifically in the press-on towel sector, and total advertising and promotional expenditure for Sanpro has reached record levels." Lilia-White is spending over £2 million in 1978, and is showing share increases in both the towel and tampon market segments.

The company announced that it has made excellent progress this year. "All major brands are showing significant sales increases against 1977." It claims that much of this success is due to the tremendous marketing support it is putting behind its Sanpro range. This Summer sees a period of concentrated Trade and Consumer activity, full details of which are contained in this edition of Lilia-White News.

Indeed, there are 'golden opportunities' for all — heavyweight consumer offers creating major display and better sales opportunities for trade customers, generous bonuses, and continuous full colour consumer advertising throughout the summer months in all major women's magazines.

Reviewing the first half of 1978, Product Group Controller Philip Barnes said, "One cannot ignore the remarkable improvement in the fortunes of Dr. White's — the leading towel brand which has always dominated the looped towel market. Although looped towels in general continue to decline in popularity, sales of Dr. White's are on the increase and, in fact, sales are now above last year. Clearly, more women are 'coming back' to Dr. White's, for softness, comfort and absolute

reliability".

Super start for Panty Pads Super Plus

Referring to the introduction in January of a third absorbency for Panty Pads, Philip Barnes added "We have been overwhelmed by the reaction from consumers and the trade to New Panty Pads Super Plus. The most absorbent press-on towel available, Super Plus is now in wide retail distribution and has received an enthusiastic welcome from towel users with a heavy menstrual flow".

New Advertising Campaign for Fastidia

Fastidia is making news. This leading mini-pad from Lilia-White will be supported with exciting new advertising appearing shortly in most

important women's magazines — more information on this campaign is given on Page 2.

Lil-lets closer to brand leadership

Whilst there are no less than twenty major brands competing for a share of the £34m towel market, there are still only two important products sharing the growing £21m Tampon market. Lil-lets continue to spearhead the growth in this sector. With four absorbencies, Lil-lets offer the widest choice. Lilia-White claim it is edging nearer brand leadership in some areas of the country — and with a massive advertising and promotional programme planned for the second half of this year — expect to achieve outstanding results.



Some of the advertisements from this year's campaigns

Panty Pads-Going for Gold

Announcing details of a major new consumer promotion on Dr. White's Panty Pads, Product Manager Tom Jameson stated "Panty Pads share of the sanitary towel market has increased by over two share points since last year and currently stands at 14% — an extremely encouraging performance in a market with over twenty competing brands. Furthermore we are well on our way to brand leadership of the press-on sector of the market. We are going for gold — and we are determined to achieve it, this year."

Super Plus — a successful launch

New Panty Pads Super Plus, launched in January, has now established itself alongside Regular and Super. The product has been welcomed by consumers — particularly those who have wanted a press-on towel offering the absorbency of a size 2 looped towel. "We expect Panty Pads Super Plus to account for

15% of our total Panty Pads sales by the end of 1978" added Tom Jameson.

"Consumer promotions help to create awareness"

"Consumer offers combined with stunning, modern advertising have helped to create an up to date image for Panty Pads", he continued. Research has shown that recent special offers on Panty Pads like free Jobo Bangles and free Shell Necklaces in addition to price reductions, have appealed particularly to users of press-on towels. We are therefore continuing with this proven promotional approach and are offering a free fashion Pendant and Chain in return for just two proofs of purchase from any absorbency of Panty Pads.

The Pendant is available in two alternative designs — 'heart' and 'arrow'. In fact, consumers may send for both if they send four proofs of purchase.

Golden opportunity for customers too!

In addition to the consumer offer, there is a trade competition in which you could

win a superb Gold Sovereign Pendant. So go for gold too! — your entry form is on the back page of this edition of Lilia-White News.



FASTIDIA MINI PADS SET FOR MAXI SALES

"Steady improving market share and distribution of Fastidia makes it possible for us to increase our levels of advertising and promotional support", declared Product Manager Betty Tarry. "Since Fastidia began to be marketed as a dual purpose product, suitable for a wide variety of non-menstrual uses, and for menstrual use as added protection with a tampon — consumer demand has increased considerably. In fact, the mini-pad market at £2.1 million is 15% greater than last year — and still growing", added Betty Tarry.

Trial — an important factor

"To encourage trial by potential new

users, we are making available special packs of 15 Fastidia pads for the price of 10. The impact of this pack with its special flash will ensure that it does not remain on the shelf very long. It pro-



vides such exceptional value," emphasised Betty Tarry "and the offer will help our trade customers to improve considerably their overall sales of Fastidia".

New full colour advertisements for greater impact

For the first time since its launch, six years ago, Fastidia is to be supported with full colour advertisements in major womens' magazines. "The advertising concentrates on the benefits of using Fastidia as an added protection when using tampons. We believe this is the most striking campaign we have run on Fastidia — and are sure that advertisements like the one illustrated here will contribute to the continued growth of the brand".



Setting the style with Lilia

Lilia is still one of the most trusted and popular brands in the Sanitary Protection Market. "Lilia users are very loyal", claimed Product Manager Tim Cowin, "they know they can rely on a product that offers just what they want from a looped towel — absolute security plus comfort and absorbency".

A free offer for consumers

Announcing details to the Sales Force of a new consumer promotion for Lilia, Tim Cowin said "In recent times, we have run several special coupon offers. This means there are a huge number of coupons now in consumers' hands. We have therefore devised an offer which

will reward our loyal users — and encourage women to use their coupons against a further purchase of Lilia.

Consumers may obtain a versatile 'all round styler' hairbrush in return for only two pack fronts from special flashed Lilia packs. We believe the item is attractive and will appeal to all Lilia users whatever their age".

Impact at point of sale

Tim Cowin concluded "Experience with previous offers on Lilia has shown that on-pack activity creates interest at point of sale. We are sure that this offer, combined with the very reasonable prices at which Lilia retails, will generate significant increases in sales for all our trade customers".

Lilia-White 'All set for Wembley'

Lilia-White's sponsorship of Gymnastics, now in its third year, has been an unqualified success. The President of the English Schools Gymnastic Association, Robert Currier, said recently "It comes as no surprise having witnessed the first two Lilia-White finals, that overwhelming public demand for a larger venue has pointed to the Empire Pool, Wembley as the most logical setting for this year's final".

**"The finest standards of
Gymnastics excellence"**

Mr. Currier added "It is fitting that Wembley, the 'Mecca' for quality Gymnastics presentations should house the Lilia-White National Gymnastics Championships, a competition which has demonstrated an ability to uphold the finest standards of gymnastic excellence".

The President of the British Amateur Gymnastics Association, Franklyn Edmonds, endorsed these comments — "if any doubt lingered as to the success of the Lilia-White National Gymnastics Championships for Girls, the fact that — in only the third year — it has been necessary to move the venue from Crystal Palace to the Empire Pool, Wembley, is

evidence of the popularity of this event".

**Grand Final at Wembley
— all seats sold !**

Teams of girls all over the country are now competing in Regional events for places in the Finals to be held on Saturday, September 9th at Wembley. All the 8,000 seats have already been sold and both the company and the B.A.G.A. have been overwhelmed by the number of ticket applications. "We can look forward to a tremendously exciting day at Wembley" added a Lilia-White spokesman.



And a final note from Dr. White's!

Dr. White's, the brand leader in the entire sanitary towel market dominates the looped towel sector. Its share of the still massive looped towel category has increased to 65% (according to independent market research).

More and more women, who may have tried one of the many competitive products now available are 'coming back' to Dr. White's. "They are coming back for the reassurance, comfort and softness that only Dr. Whites can give", declared Product Manager, John Morrison.

**Marketing activity —
an important factor**

"Together with the memorable £250,000 consumer advertising campaign in leading women's magazines — special consumer promotions are an important part of our marketing mix.

Earlier this year we ran a highly successful offer of free sets of birthday cards; which we are currently following with another high quality, practical item.

Consumers sending two special flashed packs of Dr. White's will receive in return a set of 6 decorated notelets and envelopes. **ABSOLUTELY FREE**".

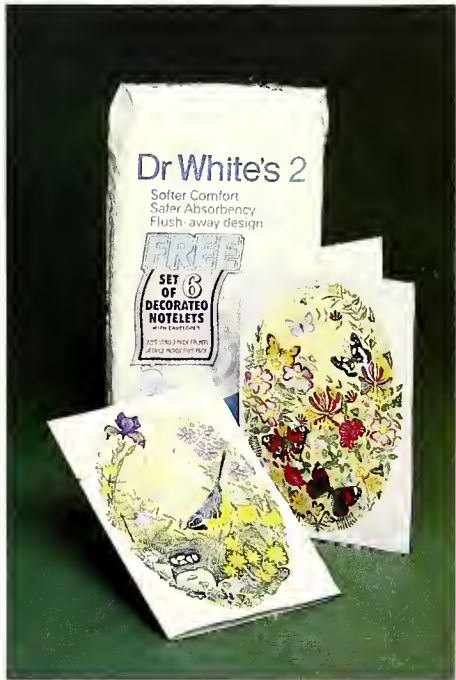
Choice of 2 designs

The notelets are available in a choice of two delightful designs, either a bird or butterflies with flowers —

designs perhaps inspired by the modern, feminine Dr. White's pack. Lilia-White believes that this offer will help to maintain Dr. White's consumer franchise and ensure that sales remain buoyant.

"Heavyweight advertising and promotion will make sure that Dr. White's continues enjoying enormous popularity", stressed John Morrison.

To help you display the promotion, a special price strip has been designed — enhancing appeal at the point of sale and thus stimulating consumer sales.



* Big News from *
* Lil-lets coming soon ***

* Plans are now being finalised for *
* extensive promotional and *
* sampling activities on Lil-lets *
* later this year. "The tampon *
* market continues to grow and *
* Lil-lets, as a brand, is growing *
* faster than the total market", *
* explained Product Manager, *
* Margaret Holmes. "We have *
* ambitious plans to attract more *
* new users to Lil-lets and these *
* will be announced to the Trade *
* shortly", she added. *



ENTRY
FORM

Your GOLDEN OPPORTUNITY to strike it rich with Panty Pads 10 Beautiful Gold Sovereign Pendants to be won.

(A very attractive 9ct hall marked Gold pendant set with a full 22ct Sovereign on a 22" Gold Chain retail value over £100 each)

PLUS - a free gold plated pendant for every entrant.



Here's your 'Golden Opportunity' to write a headline for a new Panty Pads advertisement.

How to enter

Study the two advertisements which appear with their correct headlines (this is just to give you the right idea). Then create your own caption for the third advertisement below showing a girl hitch-hiker. Write your caption in the space provided using not more than 18 words.

Complete the entry form with your name, Company name and address, and post to:

Panty Pads Golden Opportunity Competition
P.O. Box 64
MAIDENHEAD
Berkshire, SL6 1HS
Competition closes September 1st 1978.

Rules

1. This competition is open only to bona fide trade stockists of Dr. White's Panty Pads, who are permitted by their employers to enter such competitions.
2. The how to enter instructions form part of the rules.
3. The judges will award the prizes to those entrants who in their opinion provide the most apt and original caption for the Panty Pads advertisement.
4. You may enter as many times as you wish, but each entry must be on an official entry form. The offer of a free gold plated pendant is restricted to one only per entrant.



"No faint heart's going to stop me wearing what I want to wear."



"Not even the 5th Cavalry's going to stop me wearing what I want to wear."



My caption is (not more than 18 words).....

Name

Company Name

Address

New Lilia-White Display Material

New stack cards, rolls of shelf tape, bomb bursts, shelf strips
Cash and Carry banners, are now available.

Please tick box if you would like supplies or a call from a Lilia-White representative.

☐

Post to: Panty Pads Golden Opportunity Competition, P.O. Box 64, Maidenhead, Berkshire, SL6 1HS

Designed by Lennard Design, Printed by Fraser-Chapman Ltd. 63, 67 Tabernacle Street, London E.C.2.

UniChem MEANS

GREATER SECURITY

Independent Retail Pharmacists need to safeguard their future.

One major step they can take is to have a controlling interest in their own wholesale organisation.

UniChem is Britain's largest Independent Pharmaceutical Wholesaler, totally owned by Independent Retail Pharmacists.

Together, we have achieved a great deal.

Together, we can achieve so much more.

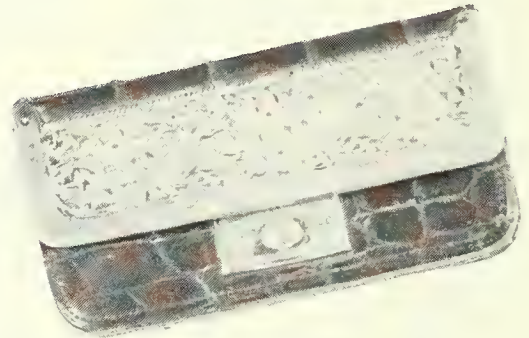
**UniChem - THE MEANS
TO AN END - YOUR SECURITY**



Purses from



1900 colourful beaded purse.



1930. Crocodile skin, decorated with Birmingham silver mounts.



Purple velvet purse with brass decoration in circulation at the turn of the century.

Ulster old and new



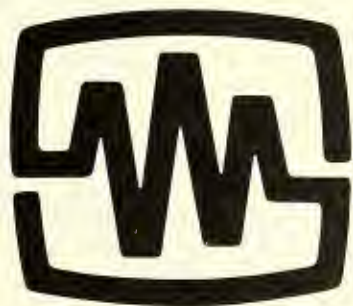
Ladies' silver beaded expanding purse; very popular around 1880.



1978. Modern day housewives' purse which is open more times than closed.

The modern Ulster housewife's purse is packed with purchasing power. According to the Henley Centre for Forecasting, Ulster is forecast to have the highest spending per household in any T.V. area during 1978. And the ladies of Ulster are at the ready, purses in hand, waiting to dip in and buy **your** products.

The best way of reaching these, the biggest spending housewives in any I.T.V. area, is through Ulster Television covering 96% of the under 35 year old housewives.



Ulster Television

19 Marylebone Road, London N.W.1—01-486 5211.

ENTEROSAN

an effective alternative

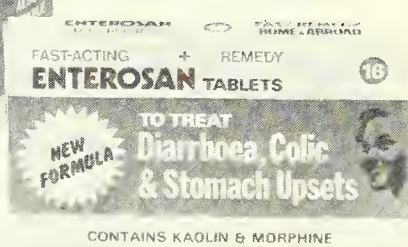
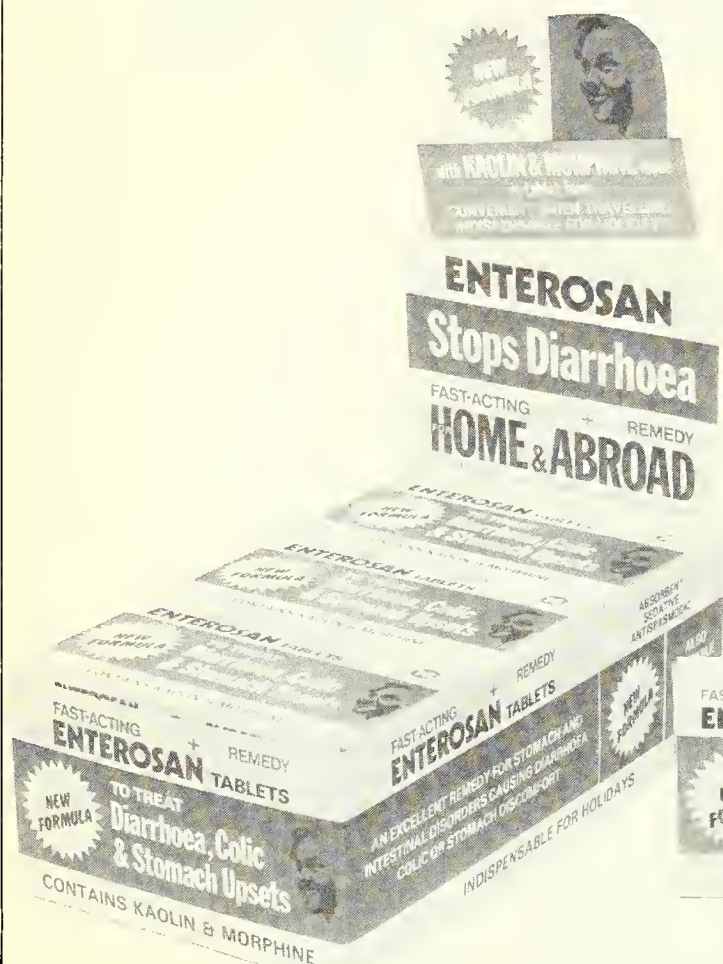
Containing Kaolin and Morphine in tablet form

Your customers pocket
passport to a trouble-free holiday

Easy to take

Convenient to carry

Our introductory offer provides
over 75% profit on your outlay



Available from leading
wholesalers, or direct from:



**Agency
Distributors**

1a Avery Row
London W1X 9HF
Telephone 01-493 0483

Your call produces action

Dial a Barclay's number and order your
prescription supplies from trained telestaff.
Your needs will be assembled with speed and care from
our vast stocks and quickly delivered to your pharmacy.
There is a branch near you, waiting for your call to-day!

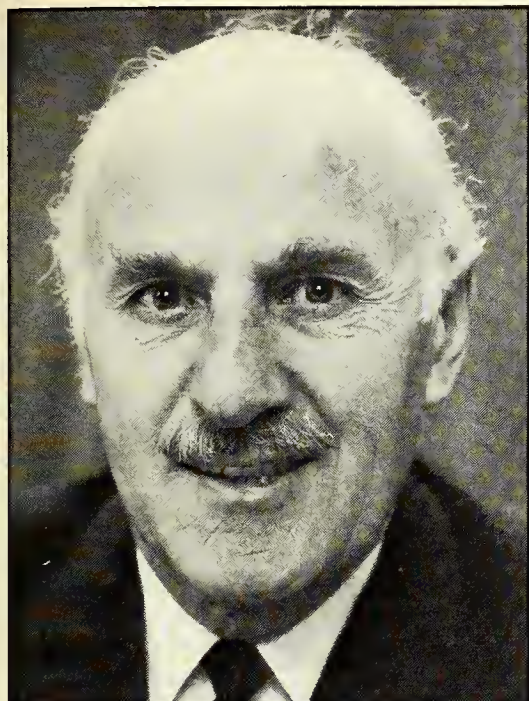


Barclays

the national company with the local service



Barnsley 0226 6055 Belfast 0231 65155 Birmingham 021 472 7171 Blackpool 0253 23961 Bolton 0204 73441 Brighton 0273 62251
Cardiff 0222 564841 Coventry 0203 462832 Croydon 01 688 5116 Darlington 0325 61491 Eckington, Sheffield 024 683 2175
Edmonton, London N18 01 803 4801 Glenrothes, Fife 0592 772814 Grimsby 0472 58111 Horsforth, Leeds 0532 589311
Leicester 0533 881354 Liverpool 051 922 2732 Newport, Gwent 0633 73391 Northampton 0604 581144 Nottingham 0602 862581
Port Dinorwic, Gwynedd 0248 670401 Queensferry, Clwyd 0244 812887 South Shields 0632 552473 Stoke on Trent 0782 659451
Swansea 0792 34831 Totton, nr. Southampton 024 17 2233 Wednesbury 021 556 4471 York 0904 27451



Mr H. J. "Bob" Crocker, branch manager at Vestric Ltd's Paignton branch, has retired from the company after 30 years' service. After 14 years experience as a representative, Mr Crocker was made assistant branch manager of Gibbs, Bristol, in 1962 and became branch manager in 1965. In 1968 he was transferred to Paignton.

Deaths

Kernahan: On June 27, Mr A. W. Kernahan, FPSNI, DBA, of Belfast. *Mr R. G. P. McMullan, who succeeded Mr Kernahan in 1974 as head of the Drug Pricing Bureau, writes:* "News of the death of Mr Kernahan will bring a feeling of sadness to the hearts of many pharmacists in Northern Ireland. Qualifying in 1936 he served in the RNVR 1939-1945. In 1947 he was appointed pharmaceutical adviser to the Northern Ireland General Health Board and head of the Drug Pricing Bureau. It was in this capacity that he introduced in 1962 a coding system which allowed pharmaceutical contractors' payments to be processed by machine and, later in 1966, by computer. It was his foresight in planning this system of payment that has allowed so many useful statistics on prescribing to be produced. The method of processing prescriptions introduced by Mr Kernahan was so far ahead of any other that he often received visitors from many parts of Europe who were interested in its potential."

He was a man of high ideals and strong conviction but behind a reserved front was a warm and friendly heart. He was a very close friend of the late C. W. Young and worked assiduously to raise the money required to establish the C. W. Young Scholarship Fund. One of his chief interests was the Northern Ireland Chemists Benevolent Fund and he served on its committee for many years. His contribution to pharmacy, especially in the development which will take place in the monitoring of prescribing, will only be recognised in the future."

by Xrayser

Predoomed

I had hoped, more than I care to say, that despite my scepticism, I would be able to say handsomely "I was wrong". I wanted to believe that the petition to Parliament would prove to be the effective means of getting this bankrupt administration to concede us arbitration. You will note that by implication, every one of us who assisted in gathering signatures wholly endorses both the action and the case put forward by the PSNC. Yet is it unfair to repeat again my opinion that petitions are political curiosities, always good for a word or two, but, as a means of forcing change, improbable persuaders?

From reports of the debate we must take heart, for it is obvious that we have made considerable strides forward, in that we now have a well informed cross section of the House, willing and able to speak for us. This situation represents the fruits of work by the Society (a legacy from Maureen Tomison?) and, although some might not easily admit it, by the PSNC under Griff David and latterly the more abrasive Bob Worby. But dishing out due praise does nothing to alter the fact, so apparent in the debate, that the Government doesn't want to know, doesn't have to know, and has the gall to suggest innocently that it really *doesn't* know what we are griping about! Standard stonewall tactics. One more insult, elbowing us towards a more pointed direct action, in which I hope we may be asked to play some little part.

And to think that all this great miserable unnecessary hassle has been due to one flaw in the basis of our contract, which allowed companies to become contractors as well as pharmacists, thus introducing a fatal divergence of interest. I have always felt that if the pharmacist in charge of any contracting premises were personally the contractor, then our underlying difficulties of unanimity would be largely over, and a concerted professional front would become a matter of course. In case you doubt my viewpoint I should explain that I have been told in the past how company representatives of contractor committees sat like a row of funeral mutes—decent men, and sympathetic too, but petrified of saying anything controversial in case they got a "name", and their job or promotion prospects were jeopardised. I found it sad, for taken overall, a well-organised profession with an eye to a decent return on capital and labour, would hardly be a liability to any company. I don't suppose it's any different now, but it's a great pity, for among their number are the most competent of us all, still being torn two ways.

Letters of support?

Two weeks ago I wrote of my anger finding myself out of pocket over dispensing fees not allowed for split supplies, given because of the reduced stability of diluted products. Doubly angry because I wasn't told and the scripts were not returned, although, from my inquiries I understood I was paid for the ingredients used. I received partial support for my complaint in a letter (C&D last week) from Mr Beanland of Lancs. It is sometimes encouraging to receive support, but when my theme is used as a peg to further some other end, I must admit to dismay. I do not share Mr Beanland's delight in having dilution as an excuse for reducing the quantities ordered by GP's, since I am not confident that it is my job to censor the quantities they prescribe.

The product I wrote about was for a chronic condition, and had the doctor ordered three months' supply I would have had no professional quibble. My suggested letter, explaining why a limited quantity was being given, was intended as a correspondence between two qualified people and would, I hope, be sent on to the doctor's professional body, to stimulate action in an area where there is a need for change. Nothing more; nothing less.



RADIO NURODOL NOW HAS AN AUDIENCE OF 14½ MILLION.



At work, in the bath, pottering
in the greenhouse.

Everywhere that people
listen to local radio, they're
getting the Beecham message.

That Nurodol is the
painkiller which shifts pain fast
without the fear of stomach upset.



In London, Birmingham,
Manchester, Glasgow and all
the other 15 local radio
stations, our series of
remarkable commercials
is fast making Nurodol a
household name.

Nurodol is the first analgesic
to concentrate its advertising
budget on radio.

There are already signs that
it's paying dividends.



TELLING EVERYONE, EVERYWHERE.

Philips to reintroduce recommended prices?

Philips Electrical are to reintroduce a recommended price list for major household appliances according to recent newspaper reports. It is understood that there are no plans to recommend prices for hairdryers, shavers and photographic equipment at present. At the time of going to press C&D had been unable to confirm the reports officially with Philips.

The company is said to have reintroduced the practice to arrest a growing price war for the goods. A deviation of 2.5 per cent below the recommended prices, effective from the end of August, would be acceptable and would form the minimum advertised price, the major appliances sales director is reported as saying. The new price structure is intended to protect smaller retailers from cutting margins so severely that they risk going out of business. If retailers ignored the new structure Philips would eventually refuse to supply them, the reports say. The company discontinued recommending prices about 18 months ago. The Office of Fair Trading said it was unable to confirm if it would be taking any action but reaffirmed that under the Resale Prices Act 1976 a company may not seek to compel retailers to uphold maintained prices (except for medicines and books).

Changes in price rules proposed

Changes in the prices legislation have been proposed by the Government. The changes, to be sent to interested bodies for comment, are expected to reduce administrative costs to both industry and Price Commission without affecting the Commission's ability to perform its tasks which remain the same.

The proposals are: To abolish the requirement that all firms above a certain size should submit periodic returns to the Commission, or maintain suitable records open to inspection; to raise the

levels of annual sales above which firms are required to notify price increases in advance; to simplify the information requirements for firms notifying increases.

The proposals would follow from the end of statutory profit margin controls on July 31 and would complete the transition begun in August 1977 from the controls of the old Price Codes to the system established under the Price Commission Act. The two Statutory Instruments affected are the Counter-Inflation (Price Code) Order and the Prices and Charges (Notification of Increases and Information) Order.

Health book to help language problems

A medical phrase book to help patients and health professionals facing language problems has been produced by the Health Education Council (£0.60 plus £0.10 postage).

Printed in English, French, German, Italian, Spanish, Urdu, Punjabi and Gujarati, it includes phrases such as "You are going to have . . ." followed by pictures of a syringe, tablet bottle, etc; "Where is the pain?" illustrated by pictures of the human body; "Do you take as a medicine . . ." and "Have you an allergy to any of these?" followed by diagrams of penicillin and cortisone tablets. The booklet is intended for tourists in the UK, Britons holidaying abroad and immigrants.

Six papers on practice research

Six papers are to be presented during the BP Conference practice research session on September 13, at the University of Warwick, Coventry.

The author of the best paper will receive the Chemist & Druggist Medal and



Mr J. Chalk, MPS, in his pharmacy in Leicestershire with Miss England, Beverley Isherwood. He is one of the Numark members whom she visited during her promotional tour for PLJ. Each customer visiting Mr Chalk's pharmacy was invited to be photographed with Miss England and was then presented with a free colour photograph

a cheque for £50. The following titles are to be presented:

"A survey of medicines in patients' homes," by R. F. Skinner, J. H. L. Shave, J. M. Harris, J. M. Peattie, F. A. J. Talman. "Prescription pairs: a preliminary investigation of multi-item FP10s," G. L. Geddes, A. W. Patterson. "The advisory role of the pharmacist," L. J. Boylan. "Drug information needs of women pharmacists returning to practice," B. J. Fourcade, M. H. Jepson. "Prognosis for health centres and associated pharmaceutical departments," S. I. Benrimoj, T. G. Booth, I. F. Jones. "Two card system for monitoring patient medication in general practice pharmacy," J. I. Shulman, S. Shulman.

Employer surcharge of 1.5 pc approved

The clause in the Finance Bill which increases employers' National Insurance surcharge by 1.5 per cent was approved in the Commons last week. The Government had originally hoped to introduce a 2.5 per cent surcharge to make good the loss which will result from the 1p income tax cuts, inserted into the Bill by the Opposition.

The touch of REAL Beauty

In shades of Ivory, Natural, Ochre, Peach, Sungold, Apricot, Rachel

VAT Recommended Retail Prices:

TUBES No. 2 32p each (Trade £2.66 doz.)

TUBES No. 3 38p each (Trade £2.88 doz.)

PLASTIC JARS 62 p each (Trade £5.13 doz.)

Velouty

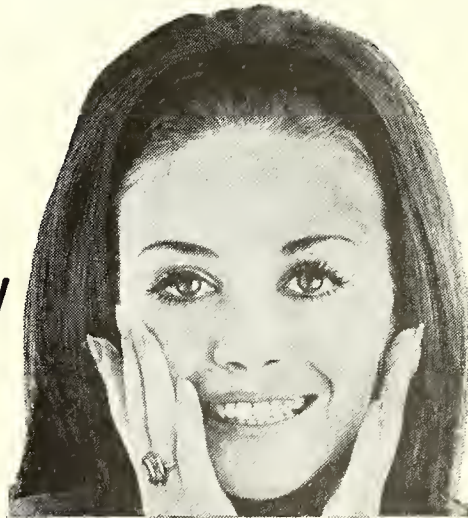
POWDER CREAM

The ALL-IN-ONE Make up.

A complete modern beauty treatment

From your usual wholesaler or direct from

DIXOR LTD.,
Blenheim Road,
Longmead Industrial Estate, Epsom, Surrey KT19 9AH.



COUNTERPOINTS

Halls Hudnut move further into oral hygiene

Halls Hudnut are launching a new oral hygiene product—Listermint antiseptic mouthwash. Mint-flavoured, it is intended to be used as part of the daily hygiene routine, immediately after cleaning the teeth. Listermint (200ml, £0.49; 400ml, £0.79) is packed in tear-shaped bottles with white measuring cap.

The company says the decision to move deeper into the oral hygiene market followed research that pinpointed the deodorant mouthwash sector as a major growth market that had demonstrated an average increase of 50 per cent per annum over the past three years. Research also suggested that in the UK the mouthwash market was virtually untapped, mainly comprising medicinal products to cure mouth disorders. Halls Hudnut see Listermint as a volume product to be merchandised next to toothpaste.

The product is being launched in the



London area backed by a £300,000 television campaign, which breaks in September and continues over 12 months. Promotional support includes a million 10p coupons distributed door-to-door in October. A counter dispenser is designed to hold 6 x 200ml bottles and a shelf edging strip is also available. *Halls Hudnut, Woodside Avenue, Eastleigh, Hants SO5 4QD.*

Vidal Sassoon hair treatments



Vidal Sassoon has made a range of hair care products available to consumers. Previously only available in salons or in the US the hair treatment collection features a three step procedure similar to the routine of skin care. "Washing your hair is no longer enough," explains Vidal Sassoon. "Hair, like skin, needs a simple routine to cleanse, condition and protect it against its natural enemies—the blow dryers, heated rollers, degenerative chemical treatments, pollution and even the weather!" The hair treatment collection comprises a shampoo (8oz £1.90), protein hair re-moisturising creme (2oz £1.40), finishing rinse (8oz £1.90), protein pack treatment (1oz

£0.85), liquid proteins (4oz £3.50), hair mist (1oz £1.90). Smaller sizes of the shampoo, protein treatment and finishing rinse are available (1oz £0.48). Available for sale from September the collection is packaged in bottles and tubes of chocolate brown. *Vidal Sassoon, 58 Brook Street, London W1.*

Rolf Harris to photograph winner of competition

Robinson's baby foods and Kodak Ltd are introducing a joint point-of-sale competition to find the best "candid camera" shot of a baby born since October, 1977. The winning baby will in turn be photographed by the entertainer Rolf Harris who is said to be making an additional reputation for himself as a photographer, especially of children. The winner will also receive Kodak photographic equipment or material to the suggested retail value of £100 plus £50 in cash. Four runners-up will each receive a Kodak Ektra 22 camera outfit and £25 in cash. 25 consolation prizes of photograph albums will also be awarded. All winners will receive a supply of assorted Robinson's baby food.

Entry forms for the competition will be available for both chemist and grocery outlets throughout the country. Entrants must attach four Robinson's baby food or baby cereal packet tops to their entry forms. The closing date for entries is September 30, 1978. *Reckitt & Colman Food Division, Carrow, Norwich.*

Everything's coming up roses for Ulay

The Margaret Merrill rose, created for Oil of Ulay, has won the award for "the most fragrant rose" at the International Rose Trials held last month in Monza, Italy. The rose was judged to be "the most sweetly scented" of more than 80 roses entered for the competition by rose growers from eight different countries.

Richardson Merrell say that it is no coincidence that Oil of Ulay's rose has such a distinctive scent. When they asked Jack Harkness, England's leading rose grower, to create a rose to commemorate Oil of Ulay they made a special request that he should develop an exquisitely fragrant rose that would complement the perfume of their beauty fluid. And so the Margaret Merrill rose was born, named after the first beauty adviser for Oil of Ulay in recognition of the invaluable advice she had given to millions of women through the Margaret Merrill beauty advisory service.

It is not only the fragrance of Margaret Merrill that sets it apart from other roses; its white flowers, overlaid with a sheen of satin pink, are small and of exquisite formation and the combination of appearance, hardness and fragrance has led to several other international awards for Margaret Merrill, including the Gold medal for the best Floribunda and also Le Prix d'Etat de Genièvre at the Geneva Rose Trials. *Richardson Merrell Ltd, 20 Queensmere, Slough, Berkshire.*

Juke Box lip potions from Max Factor

Max Factor are launching six new lip potion flavours under the name Juke Box lip potions (£0.72). The flavours, said to give "the sweetest kisses on record", are disco peach, peppermint passion, jazzy mint, forbidden fruit, wild strawberry and bubble gum. The roll-on glosses will be available in their own Juke Box display unit from August.

The company is also offering a free Ultralucet cleanser to all purchasers of an Ultralucet moisturiser. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

Maybelline shades

Maybelline are adding three new shades to their range of cream-on eye shadow (£0.75). These shadows are said to be both waterproof and creaseproof. The new shades are blue ice, rich cream and smokey clover. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.*

Two new Elseve conditioners

Elseve brush and dry and Elseve volume and lightness are two new conditioners from L'Oreal. Elseve brush and dry is a creamy liquid designed, says the company, for women who blow dry their hair or use heated rollers, while Elseve volume and lightness is said to be the first oil free conditioner on the UK market and to give hair body each time it is washed. Both products will be available in two sizes—120ml (£0.63) and 170ml (£0.82)—for sale this month. A £55,000 advertising campaign has been planned to cover national Press and women's magazines from September. *L'Oreal (Golden Ltd), 18 Bruton Street, London W1A 1BX.*

Sunsilk scholarship for UK runner

Elida Gibbs' have awarded a Sunsilk scholarship to Mrs Donna Hartley, the UK's leading 400m runner. The scholarship will be spent by Donna Hartley on additional training during the year.

The company also announced that it is continuing sponsorship of the Women's Amateur Athletic Association championships for a second year. The Sunsilk championships will take place at the National Sports Centre at Crystal Palace on August 18 and 19. The two-day event will be covered exclusively by BBC television.

Chairman of Elida Gibbs, Graeme Stewart, says: "We were delighted with

Pictured below are the repackaged Neutrogena products including the recently introduced unscented transparent soap for perfume-sensitive skin (C&D, July 1, p 13). Both soaps are individually Cellophane wrapped. The new presentations retail for £0.55 each including VAT. Trade promotions are available



our first links with women's athletics last year and we are looking forward to a developing relationship this year. Following discussions with Marea Hartman we realised that money for extra training was one way in which Sunsilk could give additional help to the sport and we are thrilled that Donna Hartley has accepted our scholarship. British athletes, both women and men, are giving outstanding performances this year and we hope that Sunsilk's contributions will help Donna in particular and women athletes generally to build on their current successes." *Elida Gibbs Ltd, PO Box. 1DY, Portman Square, London W1A 1DY.*

It's a French Woman's World

A 20cc vial of French of London herb foam bath will be given away with every October issue of *Woman's World*. The issue will be on the bookstalls from September 19, and the offer will be used by IPC to promote sales of the magazine in a national television advertising campaign planned for the period immediately prior to the issue date. There will also be an editorial mention of the product both in the September and October issues. The circulation figure for *Woman's World* is given as 360,000. *French & Son Ltd, 717 North Circular Road, London NW2 7AL.*



You need CERUMOL

...it's the most widely prescribed method of removing ear wax

Why not recommend to your customers the number one prescription product?

Clinical trials have shown that Cerumol is the most effective way of loosening accumulated ear wax.

That's why after 25 years it's still first choice with doctors.

When your customers ask your advice about 'blocked ears' you know you can recommend Cerumol with confidence.



CERUMOL®

**proven
in practice**



Laboratory for Applied Biology
91 Amhurst Park, London N16 5DR

COUNTERPOINTS

Goddards repackaged

Eucryl Ltd, a subsidiary of LRC Products, are introducing a new bottle for Goddards embrocation. The bottle, which is now the standard shape for all external medicines, will be available in 100ml (£0.41) and 200ml (£0.54) sizes. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9.*



Fiesta 'throws in' more towels

Bowater-Scott are "throwing-in" 20 extra sheets of quilted Fiesta, during July and August. Each twin-pack of quilted Fiesta contains 160 sheets for the offer period—which is said to be an increase of over 14 per cent. Packs are flashed: "Free 20 extra sheets", and the company emphasises that there is no additional cost to consumer or retailer. *Bowater-Scott Corporation Ltd, 68 Knightsbridge, London SW1X 7LR.*

Perform pack

Perform hair set from Dendron Ltd is available in a new pack which contains 125ml (£0.89). The pack is also a new shape and is made of a high quality plastic. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

Mixer from Sparklets

A new range of concentrated mixers and soft drinks packaged in half-litre bottles has been launched by Sparklets

International. Said to be suitable for use with all fizzy drinks makers, the concentrates should be diluted by 1 part to 10 parts soda water. There are six flavours in the range, Indian tonic water, lemonade, American dry ginger ale, cola, bitter lemon and orange. The last three are also available in low calorie versions which are said to contain less than 0.35 calories per diluted fluid ounce. The slimline versions are priced at £0.59 and the regular versions cost £0.69. *Sparklets International, BOC Ltd, Queen Street, London.*

Alka-mint reminder

Miles Laboratories have produced a new pack crowner with a summer holiday flavour for Alka-mints indigestion tablets. The company says that the summer period is a peak time for the sale of indigestion remedies and this point of sale material reminds customers to buy a packet of Alkamints before setting off on their holiday. *Miles Laboratories Ltd, Stoke Court, Stoke Poges, Bucks.*

Pearl shampoos from Dorot

Henri Dorot Ltd have added a range of shampoos to their soaps. These are formulated in a pearlised base and called the Silver Pearl range (250ml £0.62). The perfumes match those of the soaps, jasmine, sandalwood, English rose and lavender. Perfume and talcum powder based on the same fragrances will be introduced soon. *Henri Dorot Ltd, 31 Clapham Road, London SW9 0JE.*

Sweetex on a barge for television

Sweetex is currently being advertised on television with a commercial depicting a humorous family situation set on a canal barge. The campaign will run nationally throughout July and August. *Crookes Anestan Ltd, 1 Thane Road West, Nottingham.*

Panty Pads offer a pendant

Lilia White Panty Pads are now in flashed packs which carry an offer of fashion pendants in both heart and arrow designs. These pendants are gold plated, inset with a crystal on an 18in chain and to obtain one consumers are invited to complete the application form and send it in with two pack fronts. The offer is subject to availability while stocks last. *Lilia White Ltd, Alum Rock Road, Birmingham.*

Alka-Seltzer pub guide

The Alka-Seltzer guide to the "Pubs of London" (£0.75) has been reprinted. The pubs have been chosen for their historic interest, atmosphere and general standard of food, drink and amenities and are grouped by borough. Each borough or group of boroughs has an introduction to the area, including sights to see and some pubs are illustrated by black and white line drawings. Available from bookshops. *Miles Laboratories Ltd, Stoke Poges, Bucks.*

Wilkinson Sword support scissors

Wilkinson Sword are to continue advertising support for their scissors this autumn. Between September and March a total of 78 advertisements will appear in a number of magazines. One advertisement, featuring the entire range of scissors, will appear 41 times whilst advertisements for individual scissors within the range will also appear in selected magazines. The magazines include: *Family Circle, Living, Good Housekeeping, Homes & Gardens, Ideal Home, She, Annabel, Woman & Home, Vogue Patterns, Pins & Needles, Sewing & Knitting, Stitchcraft, Brides, Wedding Day, People's Friend* and *Slimming & Nutrition.*

The company is also advertising the scissors as suitable Christmas gifts in four colour full-pages in the *Daily Mail* twice in the period from November 20 to December 9. *Wilkinson Sword Ltd, Sword House, Totteridge Road, High Wycombe, Bucks HP13 6EJ.*

Wander advertise Country Maid

Wander Foods are supporting their recently introduced Country Maid instant milk on television in the key areas from July onwards. Both the packaging and the television campaign feature the Ovaltine dairy-maid who is being brought to life on film for the first time. *Wander Ltd, Food Division of Sandoz Products Ltd, Station Road, King's Langley, Hertfordshire.*

Scoot scoop!

Garotta Products Ltd are launching an advertising campaign for Scoot to be run in the national Press from July to September. The product has previously been advertised in the specialist gardening Press and the company now hopes to reach a new public. *Garotta Products Ltd, Station Mills, Luton, Beds.*

New Nivea

Nivea lotion has been relaunched in two sizes and two new bottles (125ml £0.55, 200ml £0.77). The bottles have "poly-tops" which are said to prevent wastage and spilling. All Nivea products are currently being advertised in the national Press. *Nivea Toiletries Ltd, Hook Rise South, Surbiton, Surrey.*

Clense repackaged

Clense for sunglasses is to be repackaged to become Clense optical cleaning pack—for spectacles, sunglasses and all fine optics. It comes in a blister pack that includes Clense aerosol cleaner and cleaning cloth and the product is now available nationally from Unichem and some other wholesalers. *Distributors; Contactic Sales Ltd, Beeches Road, Farnham Common, Bucks.*

Long'n'strong offer

Sally Hansen are offering consumers 10p off Long'n'Strong reducing the retail price to £0.85. The company also guarantee the product with the words—"If



your nails are not visibly improved after one month return for a refund of purchase price and postage" on pack. The Sally Hansen conditioning remover is also being offered at 3p off the rsp. *Sally Hansen Ltd, Hook Rise South, Surbiton, Surrey.*

Golden brushes

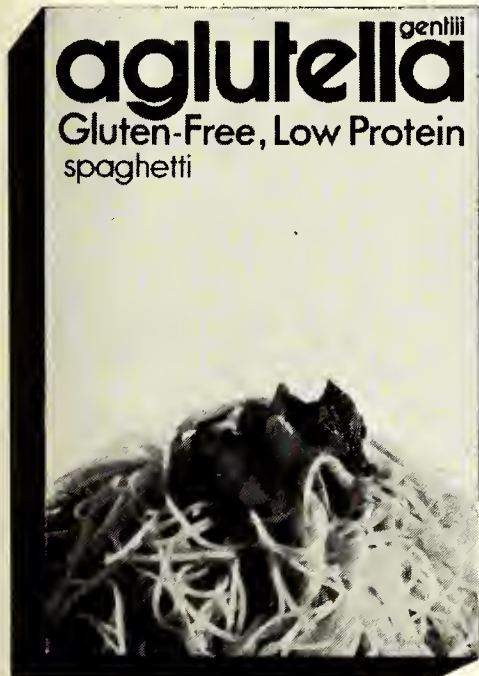
Golden-coloured Jordan toothbrushes are being offered to stimulate impulse purchases. There are three types of brush: V-tuft hard and medium, and multituft medium—with a display stand. The retail price is unchanged and bonus terms are available. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.*

Omniseptine licence

The product licence for Omniseptine ointment, a veterinary preparation, is now held by Lakenlabs. The preparation was formerly marketed by Camden Chemical Co Ltd. *Lakenlabs, 56 Theobalds Road, London WC1.*

Unichem T-shirt

Pointer-to-value T-shirts are now available from Unichem. They come in a variety of sizes, "to fit everyone" says the company "from the youngest eight-year-old pharmacist-to-be to the oldest eighty-year-old pharmacist-that-was." Unichem advise early ordering. *Unichem Ltd, Crown House, Morden, Surrey.*



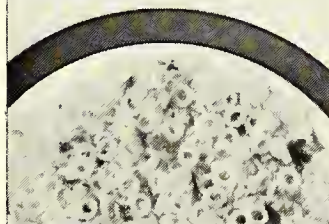
Prescribable for the dietary management of phenylketonuria, similar amino-acid abnormalities, renal failure, liver failure, liver cirrhosis, gluten-sensitive enteropathies including steatorrhoea due to gluten-sensitivity coeliac disease and dermatitis herpetiformis.

aglutella^{gentili}

* Prescribable for people requiring Gluten free and Low Protein/ Low Sodium diets

AVAILABLE FROM ALL BRANCHES OF UniChem

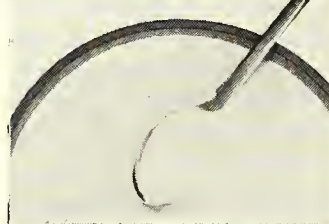
aglutella^{gentili}
Gluten-Free, Low Protein
spaghetti rings



aglutella^{gentili}
Gluten-Free, Low Protein
macaroni



aglutella^{gentili}
Gluten-Free, Low Protein
semolina



* Prescribable on EC10, Spaghetti, Macaroni and Spaghetti Rings

Technical literature available on request from the sole Agent. Distributors in the U.K. and Eire.

G.F. DIETARY SUPPLIES LTD.

7 Queensbury Station Parade, Queensbury, Edgware, Middx. HA8 5NP
Telephone: 01-951 1977, 8



Sole agents and distributors in U.K. and Eire for:

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aglutella

COUNTERPOINTS

New look for EP tablets



EP tablets for the relief of period pain are being relaunched with a modern and convenient carton. The carton has been redesigned with a tuck-in flap to ensure that the tablets cannot escape from the pack when they are carried in a hand-bag. The company says the new carton can also be displayed more easily. The pack has an up-to-date appearance, in two-tone colours (16, £0.45). EP tablets are available to the trade in outers containing one dozen. *LRC Products Ltd, Sanitas House, London SW9 9JJ.*

Springer dog food

Springer is described as "a totally new soft moist dog food" and is being test marketed by Spillers in the Harlech television area. It is aimed, says the company, at the "non-prepared gap", that is, the scraps and fresh meat sector which accounts, they say, for about 40 per cent of the £265m dog food market. Springer is made by injecting palatable meat by-products into a rich base of texturised vegetable protein. It is packaged in a light foil pack and is offered in one, four and eight serving units at £0.25, £0.86 and £1.48. An introductory half price offer of the single serve pack at £0.12½ is expected to encourage widespread trial.

The launch is being supported in the Harlech television area with a four week burst of advertising beginning August 28. The trade launch is also being supported by introductory bonuses. *Spillers Ltd, Old Change House, Cannon Street, London EC4M 6XB.*

Dixcel raises brand awareness

The second phase of British Tissues' television and radio advertising campaign has begun—and follows the first burst in March which is said to have doubled the consumer's awareness of the Dixcel brand name.

The advertising campaign features

Dixcel characters whose "soft and colourful appearance illustrates the qualities of the Dixcel products." To support the second stage of the campaign, toy models of the Dixcel characters have been produced. They will be used as prizes in in-store competitions, which have been set up with stockists in the television regions where advertising has been booked—ATV, Southern and Tyne Tees. In each, 30-second spots are scheduled for a four week period and to emphasise the Dixcel product in these areas, 30-second spots have also been booked on commercial radio. In addition, there will be a coupon drop of 1½ million "5 pence off" trial purchase coupons to households in the ATV region. *British Tissues Ltd, 101 Whitby Road, Slough, Berkshire.*

PRESCRIPTION SPECIALITIES

ACUPAN

Manufacturer Carnegie Medical, 1 Morley Street, Loughborough, Leics (a new division of Riker Laboratories)

Description White film-coated tablets,, 7mm in diameter, marked "APN" on one side, containing nefopam hydrochloride 30mg; each 2ml ampoule of Acupan injection contains 1ml of solution of nefopam hydrochloride 20mg per ml

Indications Relief of acute and chronic pain including post-operative, dental, muscular-skeletal, acute traumatic and cancer pain

Contraindications Patients with a history of convulsive disorders

Dosage *Tablets*—One to three tablets three times daily depending on response. *Injection*—20mg intramuscularly or intravenously every six hours if necessary. Treatment started with injection may be continued by tablet. No dosage recommendation is given for patients under 12 years

Precautions Side effects may be additive to those of other agents with anticholinergic or sympathomimetic activity. Should not be used in treatment of patients with myocardial infarction as there is no experience in this indication. Hepatic and renal insufficiency may interfere with metabolism and excretion of nefopam.

Side effects Nausea, nervousness, dry mouth and lightheadedness may occur. Less frequently vomiting, blurred vision, drowsiness, sweating, insomnia, headache and tachycardia.

Packs 100 tablets (£14 trade); 5 x 2ml ampoules (£4 trade)

Supply restrictions Prescription only
Issued July 1978

Polycrol gel pack changes

Nicholas Laboratories Ltd are soon to introduce a new style of packaging for Polycrol gel and Polycrol forte gel. They will be in 300ml polythene bottles, shrink-wrapped in trays of 15 bottles. This changeover should take place within the next four to six weeks. The prices of the products are unchanged. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.*

Code changes

The identification codes for two of Lederle's products have changed. Achromycin capsules 250mg, old code number 4768 are now coded 4888; Diamox tablets 250mg (4469) are now 4395. *Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants.*

Flu vaccine's name

The name of Merieux flu vaccine has been changed to MFV-Ject flu vaccine. A 5ml size (£15.60 trade) will be available from September 1, in addition to the existing 0.5ml, and orders for this larger size are now being accepted. *Servier Laboratories Ltd, Servier House, Horsenden Lane South, Greenford, Middlesex UB6 7PW.*

Euhypnos as 1000s

Euhypnos is now available in a 1000 pack size (£39 trade). *Montedison Pharmaceuticals Ltd, Barnet, Herts.*

Tenavoid distributor

Edwin Burgess Ltd are now distributing Tenavoid tablets for Leo Laboratories Ltd. *Edwin Burgess Ltd, 27 Uxbridge Road, Hayes, Middlesex.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Alka Seltzer: All except M

Anadin: All except U, E

Andrex: All except Ln, U, E

Camay: All areas

Crest: All except E

Cyclax Moistura: All areas

Dentu-creme: All areas

Germolene: Lc

J&J baby lotion: M, Sc, So, NE, A, B

J&J baby oil: M, Lc, Sc, NE, B, G

Nivea: U

Poligrip: All areas

Savlon: All areas

Setlers: All except E

Wright's soaps: All areas

Are you ready for a **Caladryl** summer?



Now on bonus from your wholesaler

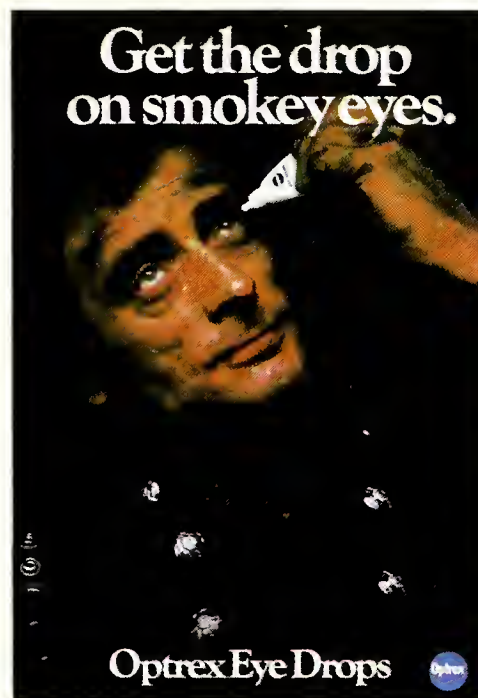
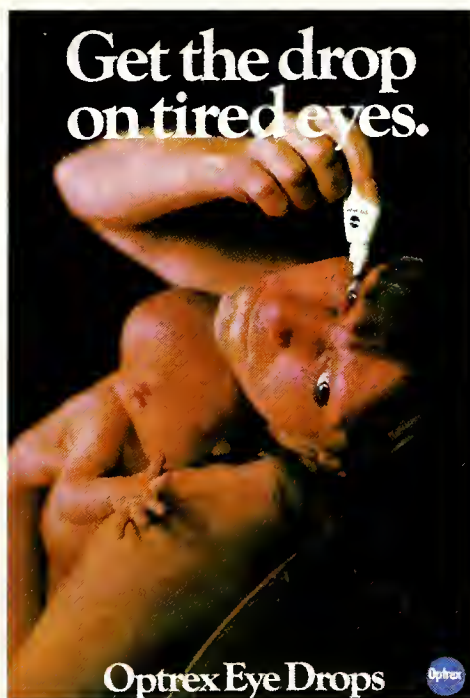
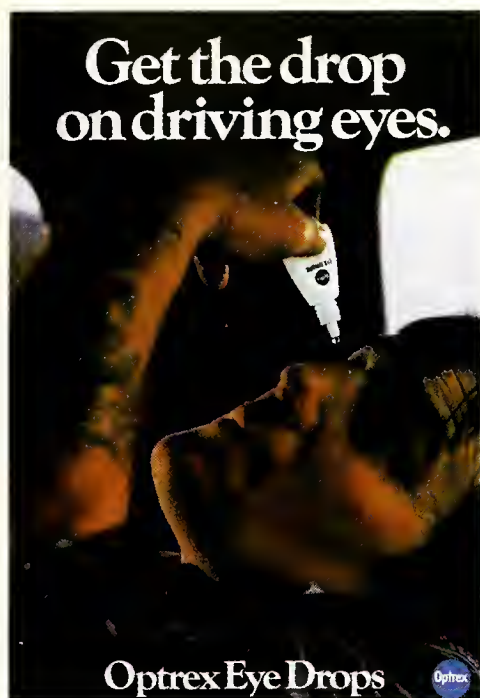
Caladryl lotion and cream.
Get a bonus now from your usual wholesaler
or ask your Parke-Davis representative about
a transfer order.

PARKE-DAVIS

Parke-Davis, Pontypool, Gwent

* Trade mark 5883 UK 78

**They'd have
to be blind
to miss our
new Optrex
products.**



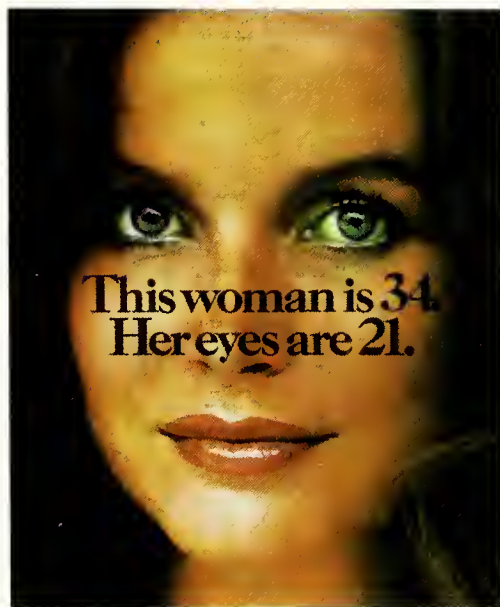
Now, a portable solution for the most common eye problems.

The long awaited companion to Optrex Lotion is now here. Optrex Eye Drops, giving your customers Optrex care in a convenient portable product.

It's the ideal solution for a whole range of minor eye problems. Like the three shown in our new poster campaign, driving eyes, tired eyes, smokey eyes.

And with the backing of Optrex the market leaders, our new Eye Drops are sure to be a winner. Generating additional sales for you.

Introducing, too, New Optone Crystal Clear, developing the market opportunity for eye care toiletry brands, to deliver the benefits of younger, sparkling eyes to all women who want their eyes to look their best.



Optone Crystal Clear Drops



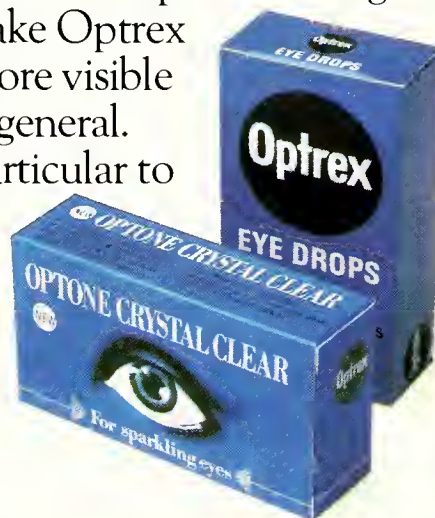
No woman can ignore this.

See the new pack. See how it looks at you.

Both new products are available now and will be appearing soon on posters nationwide. 9 out of every 10 people will get the message.

Our posters are all part of a long term plan to make Optrex eye products more visible to the world in general.

And in particular to the people who come through your door.



Optone has been reformulated and is now called New Optone Crystal Clear - Optrex Eye Drops is the same formulation as the original Optone.

UniChem MEANS

TRUE INDEPENDENCE

Independent Retail Pharmacists are under constant threat and need help.

We are a wholesale organisation totally committed to giving that help.

Together, we have achieved a great deal.

Together, we can achieve so much more.

UniChem - THE MEANS TEST
YOU CAN'T IGNORE if you
VALUE YOUR FUTURE



Pharmacy and health services in and around Coventry and Warwickshire

by A. E. M. Baker MPS



The British Pharmaceutical Conference is to be held at the University of Warwick, near Coventry, from September 11-15. This article describes the pharmaceutical services in the area covered by the Society's Coventry and Warwickshire Branch, which is acting as host.

In the three Area Health Authorities which come within the bounds of the Coventry and Warwickshire Branch there are 30 hospitals with a total of over 7,000 beds.

All the major clinical specialities are involved together with a number of sub-regional speciality facilities which include thoracic surgery, neurological sciences, radiotherapy and oncology, and a renal unit offering haemodialysis to both in-patient and domiciliary patients.

The reorganisation of the hospital pharmaceutical services in 1972 introduced one "Noel Hall" area covering the present Warwickshire and Coventry Area Health Authorities. The Solihull AHA was then part of a "Noel Hall" area centred on East Birmingham Hospital. With reorganisation of the health service in 1974, one area pharmaceutical officer was appointed with responsibility for Warwickshire and Coventry, and subsequently an area pharmaceutical officer has been appointed with responsibilities for Solihull, although this officer has other responsibilities within the Birmingham AHA and outside the bounds of the Society's Coventry and Warwickshire Branch.

The branch thus has the equivalent of

five health districts: two single district areas and one multi-district area (of three districts), the major proportion of the branch falling within the boundaries of Warwickshire and Coventry.

The hospitals range from a relatively new large district general hospital at Walsgrave, Coventry, with some 1,200 beds to a small maternity hospital at Stratford-on-Avon of 26 beds, and an acute hospital of 35 beds at Shipston-on-Stour. Reorganisation in 1974 also introduced over 1,000 mental handicap beds divided between four hospitals which were previously the responsibility of a hospital management committee in Birmingham.

Cuts in capital building work a few years ago affected the Warwickshire authority considerably, two new district general hospitals were at a fairly advanced stage of planning and a third proposed district general hospital had received recognition: all were shelved.

The curtailment of these developments has inevitably had its effect on the hospital pharmaceutical facilities available to Warwickshire, although some shorter term improvements to a few departments have been achieved. In spite of these detractors a pioneer in the development

of unit dose medication has emerged at the Central Hospital, Warwick, making no inconsiderable contribution to hospital practice, and the establishment of a regional packing unit for strip-packs.

Coventry has fared better, although the large development at Walsgrave Hospital during the 1960s and first half of the 70s was a desperately needed facility arising from the partial destruction in the second world war of the main hospital in Coventry during the Nazi's attempts to eliminate Coventry as a city.

Four 'hospitals' in one complex

The hospital complex at Walsgrave has four separate "hospitals" on the site, a maternity unit of 203 beds opened in 1966, a general hospital of 600 beds opened in 1969, a psychiatric unit of 273 beds, day unit and out-patient clinics opened in 1973, and a geriatric unit of 196 beds opened in 1976. The Coventry hospitals are serviced by two main hospital pharmacies, one at Walsgrave Hospital which has a subsidiary department meeting the needs of the psychiatric and geriatric units, and the original department at Coventry & Warwickshire Hospital. This latter hospital caters for all the out-patient clinics for the Coventry hospitals with the sole exception of psychiatry. "C & W" as it is affectionately known, deals with $\frac{1}{3}$ million attendances annually, the out-patient dispensing commitment being considerable.

The Solihull hospitals have fared similarly to those in Warwickshire with the shelving of plans for a district general hospital which again has had repercussions on the improvement of facilities for providing the pharmaceutical services to the hospitals in Solihull and Marston Green.

Hospital pharmacists in the branch over the years have taken a keen, enthusiastic, and active interest in the branch's activities. There are extremely good inter-professional relationships existing with our retail colleagues, due probably to the fact that a number of hospital pharmacists have spent part of their careers in the retail sector and are therefore well aware of the problems that confront our contractor colleagues. This general amicable mixing of two branches of the profession has in recent years created lively and professional activity within the branch.

There are currently 152 retail pharmacies within the three Family Practitioner Committees of the branch.

Continued on p108

The Coventry Conference Committee. From left to right, standing: David Ivory (accommodation), Paul Cooper (transport), Gordon Lee (publicity), John Leivers (entertainment), Robert Wale (stewards). Seated: Albert Bales (treasurer), Barbara Maude (ladies' secretary), Henry Paisley (chairman), Dora Greenway (Conference secretary), Robert Adamson (vice-chairman and catering)



Employers' protection

By Paul Hilden*

For over a year now, an insurance scheme, coupled with an advisory service (insurance cover underwritten by Lloyds) has operated to protect employers against the penalties of present day legislation.

With the possibility of unfair dismissal compensation running into hundreds or even thousands of pounds, with penalties that can be imposed under the sex discrimination legislation, the Equal Pay Act, the Race Relations Act, Contracts of Employment Act, etc, firms can face expenditure greater than some losses caused by fire or theft.

This scheme, operated by the Employers Protection Insurance Services, not only gives cover for compensation (with the exception of the first 10 per cent) but where necessary provides representation before tribunals together with a consultancy and administration service. The cover for any one claim is £15,000 and the premiums for firms with up to 10 employees is £8 per employee per annum. For 50 employees the premium is under £400 in all per annum. Further details of the schemes can be obtained from insurance brokers, Stover & Co Ltd, 1 Church Street, Colchester, Essex.

Court orders

Some employers have been taken unawares by receiving a court order to make deductions from an employee's pay and send the amounts so collected to the court. This is because the law now permits such a course when a person has been found to owe a debt either of a commercial or matrimonial nature and a court judgment has been given.

At one time an employee's earnings could not be "attached" (which is the technical term for the law obliging deductions to be made from his pay). Now a special procedure allows for this although there are limits on the amount that can be deducted. If there are any queries about such an order, the clerk of the court issuing the order should be contacted immediately since an employer can face penalties for non-compliance.

Unfair contract terms

The new legislation relating to unfair terms in contracts has been in force only since February 1 and cases in the courts have not yet arisen by which to judge what terms in a contract the courts will or will not strike out.

However, it does seem certain that, except in rare circumstances, a clause which absolves a firm or business for all liability for damage to property caused by the firm or its employees' negligence will in future probably have no validity.

*Pen name of barrister

What is also absolutely clear (because the law says so) is that any clause in a contract or any notice put up in premises stating that a firm will accept no responsibility for injury or death to any person even when due to its negligence, no longer has any legal force. In the light of the new legislation everyone in commerce or industry should review their insurance cover to ensure that the new risks are adequately safeguarded against.

Meals and tax

Many businesses make meal provisions for their employees and directors. This is a benefit that is not usually taxed by the Inland Revenue provided certain conditions are fulfilled. For example, if free or subsidised meals are provided on the premises, then no tax liability arises for the majority of employees. If meal vouchers are given for use outside these can amount to 15p a day with no income tax being levied.

However, under the Finance Act, it should be noted that directors and "high paid" employees (ie those from April 1, 1978 earning over £7,500 per year) are liable to be taxed on these benefits which should be declared in the annual return.

Periods of notice

The law has undergone some changes relating to the periods of notice that have to be given to dismiss an employee but many employers are still working on old formulas.

The law now says that there are minimum periods that must be given depending on the length of service an employee has had with the employer. For a period of service from four weeks up to two years, one week's notice is required. From two years' service onward, one extra week's notice must be given for each year of service.

Leased premises

Those who have their business premises held on a lease which is perhaps coming to the end of its term are reminded that they have certain legal protections. At the end of the term, businesses no longer have to quit the premises automatically. If the landlord requires possession, he must serve a notice stating the date on which possession is required. He must serve that notice in specified form and give the business two months to state whether possession will be given to the landlord. At the same time he must state whether he would oppose an application for a new lease and on what grounds.

If the business wants to stay on it can tell the landlord so and make proposals for a new tenancy and a suggested rent.

Alternatively, even before notice is served a business whose lease is approaching its end can make the first approach to the landlord for a new lease. If agreement cannot be reached between the landlord and the business, the matter can be settled at the County Court or the High Court depending on the rental value of the premises.

The grounds, incidentally, on which the landlord can obtain possession are limited. The main circumstances are as follows: if the rent has not been paid regularly over a long period of time; if other important terms of the tenancy are broken; if suitable alternative accommodation is offered and has been refused; if the landlord can show a genuine intention to demolish or reconstruct the premises in question; or if he wants the premises for his own business.

In the latter case, in order to prevent abuse, the law decrees that he must have been the landlord of the premises for five years. If the landlord does get possession on grounds of wanting to reconstruct or for his own business purpose, the tenant will get compensation. If the landlord does not succeed a new business tenancy must be granted although the term must not exceed 14 years (a further extension can be granted at the end of that time).

The rent can be fixed by the court at that which the premises would fetch on an open free market leaving out goodwill and any improvements the tenants might have made. The time limits for business tenants to protect their rights can be complicated and because of this and because of the need to have notices from landlord to tenant and vice versa in special form it is essential to consult a solicitor well before (preferably a year) the lease is due to expire.

Coventry services

Continued from p107

Coventry with a registered patient population of 375,000 is served by 61 retail premises. Ten years ago there were 95 premises but the figure has remained about sixty for the past year or two. Warwickshire, with a registered patient population of 560,000, is served by 63 retail premises covered on a minimal basis and with the exception of the large towns, has one pharmacy for the smaller towns and villages. Apart from Warwick, Rugby, and Leamington—where some new housing estates are under development but with insufficient population to support a pharmacy at present—most of the population are within reasonable access of a retail pharmaceutical outlet. The new area of Solihull with a registered population of 263,000 is served by 28 retail premises and this new area now includes Chelmsley Wood, before 1974 a part of Birmingham. The authority encompasses quite a large rural area without registered premises but there is easy access to the neighbouring Birmingham conurbation which possesses adequate pharmaceutical premises.

We've already packed your bags.

For the Sylvania superflash summer travel promotion



Looks like a bright summer for all Sylvania flash stockists.

You could be the proud owner of the 26" case and 24" case in this beautiful matching suitcase set—just by buying the flash products packed inside.

You could add the third case (20 inch) in the set at a special offer price.

You could claim a flight bag, free, by entering our display competition.

And you could be off to Palma or Madrid at our expense simply by putting on a good show of our display material.

Sylvania are really going places this summer. Make sure you're coming too!!

GTE SYLVANIA

SALTAIRE ROAD, SHIPLEY, BD18 3HH WEST YORKSHIRE.
PHONE: BRADFORD (0274) 595921.

FILL IN- AND TAKE OFF!

Name _____

Shop/Store _____

Address _____

Please send me details of the Sylvania Superflash promotion and the name of my nearest Sylvania wholesaler.

BEECHAM PROPRIETARIES

(MEDICINES)

announce the following prices effective from
17th July 1978

Product Description	Retail Price Per Unit incl. VAT	Standard Wholesale Price per dozen or case* excl. VAT	Product Description	Retail Price Per Unit incl. VAT	Standard Wholesale Price per dozen or case* excl. VAT
£					
Beechams Powders Standard 8's	33p	2.80	Germolene Standard	38p	3.22½
Beechams Powders Large 19's	55p	4.67	Germolene Large	58p	4.92½
Beechams Powders 60's	6p	2.54½*	Germolene Tube	38p	3.22½
Beechams Powders Tablets 16's	33p	2.80	Germolene Medicated Footspray	58p	4.92½
Beechams Powders Tablets 40's	55p	4.67	Germolene Medicated Plasters ■	38p	3.22½
Beechams Powders Hot Lemon 5 schts	39p	3.31	Germolene New Skin	38p	3.22½
Beechams Powders Hot Lemon 10 schts	63p	5.35			
Beechams Powders Hot Lemon 30 schts	10p	2.12*	Germoloids Suppositories Standard	45p	3.82
			Germoloids Suppositories Large	82p	6.96
Phensic Tablets Standard 24's	37p	3.14	Germoloids Ointment	45p	3.82
Phensic Tablets Medium 50's	53p	4.50	Germoloids Toilet Tissues 10 schts ■	41p	3.48
Phensic Tablets Large 100's	84p	7.13			
Phensic Tablets Strip 6's	12p	3.05½*	Veno's Original Formula Standard 75 ml	45p	3.82
			Veno's Original Formula Large 135 ml	63p	5.35
Nurodol Tablets Standard 12's	32p	2.71½	Veno's Honey & Lemon Standard 75 ml	45p	3.82
Nurodol Tablets Large 24's	54p	4.58½	Veno's Honey & Lemon Large 135 ml	63p	5.35
Cephos Powders 8's	36p	3.05½	Mac Medicated Lozenges Tube	13p	1.10½
Cephos Tablets 16's	36p	3.05½	Mac Medicated Lozenges Carton	29p	2.46
			Mac Honey-Lem Lozenges Tube	13p	1.10½
Phosferine Tablets Standard	31p	2.63	Mac Honey-Lem Lozenges Carton	29p	2.46
Phosferine Tablets Large	53p	4.50			
Phosferine Liquid Large	53p	4.50	Sucrets	39p	3.31
Yeast Vite Standard 20's	33p	2.80	Night-Nurse •	87p	7.38½
Yeast Vite Large 50's	63p	5.35			
			Clear-Night Tablets 16's •	62p	5.26½
Phyllosan Standard 60's	56p	4.75½			
Phyllosan Medium 110's	84p	7.13	Beecham's Pills Standard 50's	32p	2.71½
Phyllosan Large 250's	164p	13.92	Beecham's Pills Large 135's	56p	4.75½
			Beecham's Pills Envelope	11p	1.86½*
Iron Jelloids Standard 90's	64p	5.43½			
Iron Jelloids Large 160's	102p	8.66	Fynnon Salt 200 g	36p	3.05½
Eno 'Fruit Salt' 10 schts	35p	2.97	Fynnon Calcium Aspirin Standard 24's	40p	3.39½
Eno 'Fruit Salt' Standard	48p	4.07½	Fynnon Calcium Aspirin Large 48's	65p	5.52
Eno 'Fruit Salt' Large	80p	6.79			
			Ellimans Embrocation Standard 70 ml	34p	2.88½
Lemon Flavoured Eno (Granada TV only)			Ellimans Embrocation Large 110 ml	48p	4.07½
Lemon Flavoured Eno 10 schts	38p	3.22½			
Lemon Flavoured Eno Standard	53p	4.50	Ashton & Parsons Infants' Powders	31p	2.63
Dinneford's Magnesia Gripe Mixture	36p	3.05½	All Fresh Clean Up Squares ■	32p	2.71½
			All Fresh Baby Bottom Wipes ■	32p	2.71½
Macleans Indigestion Tablets 22's	33p	2.80			
Macleans Indigestion Tablets 44's	54p	4.58½	2nd Debut C.E.F. 600 Standard ■	99p	7.71
Macleans Indigestion Powders Large	54p	4.58½	2nd Debut C.E.F. 600 Medium ■	179p	13.94
			2nd Debut C.E.F. 1200 Standard ■	134p	10.43½
Setlers Tablets 30's	29p	2.46	2nd Debut C.E.F. 1200 Medium ■	215p	16.74½
Setlers Tablets 50's	44p	3.73½	2nd Debut C.E.F. 1200 Large ■	348p	27.10½
Setlers Tablets 10's roll	12p	2.03½*			
			Badedas Gelee 1 bath size scht ■	19p	1.53
Diocalm Tablets Standard 48's •	55p	4.67	Badedas Gelee 5 bath tube ■	70p	5.64
Diocalm Tablets Family 88's •	89p	7.55½	Badedas Gelee 10 bath bottle ■	135p	10.87½
			Badedas Gelee 25 bath bottle ■	330p	26.58½
Clean & Clear	75p	6.36½	Badedas Gelee 75 bath bottle ■	795p	64.04
			Badedas Soap 100 g ■	69p	5.56
			Badedas Talc 100 g ■	89p	7.17

■ PRICE MAINTENANCE—Fixed prices for all above products except those marked.

* Prices are quoted per case for products marked.

• Sale is restricted to persons lawfully conducting a retail Pharmacy business and to Wholesalers registered to deal with drugs referred to in Schedule 1 of the Misuse of Drugs Regulation 1973.

VALUE ADDED TAX—All case terms prices are subject to the addition of 8% V.A.T.

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'Not enough demand' for patient record system

The National Pharmaceutical Association is not yet convinced that the time is right for introducing a further patient medication record system.

The business services committee reported this verdict to the NPA's Board of Management meeting on June 27.

Few inquiries for patient medication record cards had been received at Mallinson House and the Association needed convincing that sufficient pharmacists had the inclination or time to use such cards before embarking on a production run. The Board would be more than ready to offer its facilities for the printing and distribution of cards as soon as there was firm evidence of need from a significant number of pharmacists.

Warning on 'chemist' use

The National Pharmaceutical Association is to warn member companies whose superintendent pharmacist is not a director that there could be problems if they used the word "chemist" in connection with their retail pharmacy business.

Mr J. Wright said that the only title permitted in these circumstances by the Medicines Act was "pharmacy." The Board decided to warn such companies of the risks of using the offending word on their premises, letterheadings, labels, advertising, etc.

Expected legislation under Section 66 of the Medicines Act had prompted the Pharmaceutical Society to prepare a draft guide to good dispensing practice and essential equipment. The Board had received a copy for comment and after lengthy discussion agreed on a considerable number of amendments to be recommended.

The office is to investigate the possibility of administering a central clearing house for the allocation of pre-registration places in private pharmacy. Members of the British Pharmaceutical Students Association had expressed concern at the lack of an efficient channel of communication through which pharmacy graduates might seek pre-registration posts in independent retail pharmacies. The students said that Boots' speakers regularly visited pharmacy schools to recruit suitable students, that representatives of the pharmaceutical industry did the same and that regional pharmaceutical officers acted as a "clearing house" for hospital posts in the different regions. The students asked whether the NPA could fulfil a similar role for independent chemists, many of whom might thus be stimulated into accepting a student where previously they had not done so. The Board agreed that the proposal had merit.

After a member had telephoned the office to complain about a leaflet enclosed with every packet of Smith & Nep-

hew's "Mr Bump" plasters which advised users to obtain further supplies from "Boots, Woolworths, most leading chemists and grocers," the general purposes committee decided that a letter should be sent to the manufacturers asking them not to single out a particular firm of chemists for special mention in their advertising literature.

The Board noted with disappointment that the response to the General Dental Council's pilot scheme of dental health education through pharmacies had been poor despite the Council's prior consultation with the Pharmaceutical Society and it agreed that the office should offer its publicity services to the GDC to see if a more far-reaching response could be achieved before the initiative was lost.

A recent advertising leaflet on Stemetil was cited as an example of the still too frequent practice of pharmaceutical manufacturers omitting to identify the active ingredients of preparations forming the subject of mailing material distributed to pharmacists. It was accepted that data sheets were usually available, but it was unnecessarily time wasting for pharmacists to have to add such missing information to leaflets and brochures before filing for future reference.

In reply to a question from a member who had not been able to avail himself of a hire car following an accident to his own car on the Continent under the terms of his British policy, Mr Wright confirmed that there were such differences between the insurance rules in Britain and abroad and that members would be wise to check the position before in-

Advice on Savlon policy change

The following letter had been received from Goya International's marketing director in reply to the NPA's protests about extending the sale of Savlon products outside pharmacy.

"We of course regret the concern of the Board and your members and we have given very careful attention to all that has been said. Certainly we would not deny that the support given to Savlon by independent retail chemists has been a major factor in the present level of sales. However, your Board no doubt has access to the market figures which show that the total antiseptics/disinfectants market is now dominated by brands that are in overall distribution and indeed, outsell Savlon even in retail chemists. In these circumstances, we found it essential to extend our distribution to enable us to raise our promotional expenditure to a truly competitive level. To remain as we were would have been to accept a decline of no benefit to ourselves or our customers. Realising that the proof of this policy

volving themselves in possibly unrecoverable expenses.

In a letter to the NPA, Abbott Laboratories had stated that it was no longer their policy to encourage the direct supply of their ostomy equipment to patients. Where such a service was still offered it was done for reasons of patient anonymity, a remote location, or lack of mobility. Moreover, the number of prescriptions they dispensed was "absolutely minimal" in relation to their total ostomy business.

Progress with cosmetic companies

The immediate past chairman, Mr George Rillie, and the deputy secretary, Mr Tim Astill, reported on their latest round of discussions with the leading cosmetic houses. Without exception the companies seen had expressed their genuine concern at the falling share of the market held by independent chemists and their equal concern to do something about it. Unfortunately, none of the companies had been able to suggest any worthwhile course of action that would arrest the swing of cosmetic business away from the independent chemist towards the large multiples and department stores.

Nevertheless, it was likely that a number of suggestions would be forthcoming from the cosmetic houses as a result of the Association's approaches and these would be submitted to a small group of selected NPA members with wide experience of this class of business for constructive comment and further action.

Meanwhile, the Board noted with pleasure that one of the major houses was planning a promotion exclusive to independent chemists during the first three months of 1979. The promotion would be commended to members in the autumn.

must lie in results, our representatives are now showing retail chemists the details of our summer television and Press advertising programme and we hope that this, combined with the new merchandising and promotional aids we are providing, will do much to reassure them that far from losing business, there is a real opportunity to increase their share of this valuable market.

"Believing this, we feel that the extension is not incompatible with our wish to maintain the close personal relationships we have enjoyed with the retail chemists over many years.

"I do hope that you will not find this an unsatisfactory reply at this stage and that I may have the opportunity of reviewing the situation with you later in the year."

After discussion, the Board agreed that the most practical way for members who felt strongly about the Savlon change of policy to express their feelings was to promote the sale of chemist-only antiseptics (eg the Nucross brand).

Arthur H. Cox present the latest additions to their new range of high quality generics.

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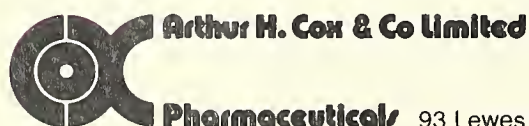


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Chlorpropamide	100mg	500	£7.00
	250mg	500	£15.40
Frusemide	20mg	250	£3.80
	40mg	500	£13.00
	40mg	1000	£25.00
	500mg	100	£30.00
Diazepam	2mg	500	£2.65
	2mg	1000	£4.97
	5mg	500	£3.85
	5mg	1000	£7.40
	10mg	500	£6.10
Nitrazepam	5mg	500	£5.80

Full technical and price details are available on request.



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RPM's growing 'slide into anarchy'

As a director of a small independent wholesaler, I have watched with growing alarm the slide into anarchy that is gathering momentum within pharmaceutical distribution.

The observance of RPM on prescription "ethicals" imposes obligations upon the wholesaler, and there will always be some less scrupulous than others in fulfilling their obligations in pursuit of competitive advantage. As long as the "discounting wholesaler" had only local, rather than national, significance, their activities could be contained and eventually eradicated through resolute enforcement by manufacturers of their legitimate conditions of sale. However, once a wholesaler of national standing embarked upon a marketing campaign that undermined RPM, even indirectly, they would catalyse a reaction which would swiftly become irreversible if manufacturers failed to enforce upon them the strict observance of their conditions of sale. That fateful "reaction" began in 1974, and the "catalyst" was Unichem with its "graduated rebate scheme."

Unichem exploited the provisions of the Industrial & Provident Societies Acts and chose from 1974, as a deliberate act of policy, to distribute the bulk of their profit to members through the graduate rebate scheme, which was a classic exercise in the "stick and carrot" technique—to qualify for rebate, a member must purchase at least £600 per month to earn rebate on all non-RPM purchases. Because "ethicals" can be included in the qualifying turnover, the rebate is clearly related to total purchases of both non-RPM goods and price-maintenance "ethicals." Reference to "profit centres" cannot disguise the fact that the scheme is in breach of the spirit of RPM if not the letter of the law.

I wrote to the then chairman of Unichem in January 1975 to express my concern on professional rather than on commercial grounds, ie, that Unichem's pursuit of short-term competitive advantage *vis-a-vis* other wholesalers was inimical to the long-term survival of retail pharmacists. I did not get an acknowledgement let alone a reasoned rebuttal of my criticisms!

You will understand my scepticism therefore of Mr P. J. Dodd's declaration of Unichem's support of RPM (*C&D* last week, p54). The true nature of that support is surely betrayed by the cynicism of his penultimate paragraph—if his "bid" through the present graduated rebate scheme is bettered by any other wholesaler, he will "trump" it. I submit that what he is gambling with is the future prosperity of retail pharmacy, and

he is quite prepared to mortgage RPM in an effort to maintain Unichem's market growth.

He has clearly paid no heed whatsoever to the sane and balanced leader in *C&D* of July 1 which pointed very clearly to the dangers inherent in the rapidly worsening situation. I fear that we shall soon be conducting the post-mortem on RPM and the fatal virus responsible will be found to be Unichem's graduated rebate scheme.

D. P. Mulholland
Managing director
Graham Tatford & Co Ltd
Portsmouth

Photos for Tralee

The Irish Pharmaceutical Congress 1978 is being held in Tralee where roses abound and the organising committee have consigned to me the task of reviving the photographic competition, a Houdini act since this competition died a death last year. I am appealing to pharmacists to put life back into it by getting out their cameras, and shooting some interesting pictures.

Photography can be fun, it can also be profitable for the pharmacist. If you are enthusiastic about your camera and the photographs you produce, will you not be more interested in your customers photographs? Up go the sales of cameras, films and other photographic goods. Why? Because your enthusiasm is infectious the customer can't resist it. Take a prize for your photographic effort and suddenly your pharmacy is known as the photographic specialist shop.

We have decided to change the format from slides to prints 20.3×25.4 cm (8×10in). Get your entry form from me at the address below today and be a winner in October.

I am sorry I can't write any more, must rush out with my camera before all the good scenes are gone! Cheerio see you in October in the land of the roses with photographs. All over to you!

Fionan Harty, MPSI
C.H. Chemists (Tralee) Ltd,
31 The Mall, Tralee

Jupiter's hand

"Quem Jupiter vult perdere, primus dementat," the old adage of our Latin text books, certainly springs to mind at the moment; our old friend Jove seems to have it in for the PSNC. How predictable and petty is their present action, whilst the rest of us would tend to say "Thank God for West Glamorgan." However, there is one consolation, I very much doubt if West Glamorgan or anyone else for that matter would notice the withdrawal of services. We now have two blatant instances where Jupiter seems to be spreading madness; I refer, of course, to the departure of Bob Worby and Maureen Tomison, both of whom tried to get something done and by so doing committed an unforgiveable sin.

If Griff David's idea of the ideal chairman is to be copied, then Heaven

help the profession (for no one else will)—we've had that sort of so-called leadership for years and where has it got us? Deeper and deeper into the mire.

With a few notable exceptions such as Jim Bannerman, Albert Howells and Bill Darling, real leadership in the profession has been conspicuous by its absence. West Glamorgan has made it plain that we still have some members of our profession with "fire in their belly." All strength to their arm and I hope and trust that the response of the contractors in that area will be solid and uncompromising to the PSNC and say in no uncertain terms, expressed so admirably by Robert Browning, "Rouse up sirs, give you brains a racking, or sure as fate we'll send you packing"—though I very much doubt whether Mr Sharpe and corporation will quake with a mighty consternation.

A leader not an executive

Griff David's letter extolling the virtues of Mr Smith as a first-class executive is most impressive, but I would venture to suggest that the profession's crying need at the moment is not for an executive but a *leader*. For the first time in memory we at least had persons of action in both the Society's publicity department and the chair of PSNC and we have allowed both to be pushed out.

For far too long we have seen politicians and others show their contempt for our profession; we have seen newspapers and news items refer to "even" pharmacists; we have seen one of our most respected presidents publicly taunted as to how large or small the General Sale list was to be; time after time we have seen various politicians brush aside the rural dispensing question. We have seen at long last, tribute paid to the profession in the House of Commons but be assured, if he can possibly help it Mr Ennals will do precisely nothing.

Let us, therefore, reform our profession into battle order. First, both the Council of the Society and the PSNC should meet at times when general practice pharmacists can take part if elected to do so. Nine-tenths of Council's work is routine work and can be done during weekdays by those who have the time and inclination to form the committees. But Council itself should meet at weekends when it could receive reports from and *instruct* the various committees in what it (the Council) wants done.

Similarly PSNC should also meet at times such as weekends when the men we want can attend; in addition the chairman must receive a salary sufficient to enable him to devote all his time and energies to the job without letting his own business go bankrupt in the process. He should be elected by chemist contractors and be answerable to them. Such a system would produce something far more effective than a professional negotiator. He should have the advice of professional negotiation but he and he alone should be chosen by the profession

Continued on p115

Pharmaceutical Society of Great Britain

Council agrees STV system should stay

The single transferable vote system for the Pharmaceutical Society's Council elections is to stay, it was decided at the Council's July meeting.

Professor A. Beckett had moved that an expression of opinion on the matter should be invited from the branch secretaries' meeting in October. Although the number of years' experience had not been sufficient to give a true statistical picture, there had been a seven per cent drop in those voting, he said. Mr G. Walker seconded the motion, but Mr A. G. M. Madge felt that if the matter was put to branch representatives, rather than confined to branch secretaries, it would lead to better exchange of view.

Mr J. P. Bannerman said he did not recall the Council looking for views when it had been engaged in considering whether to retain the block "X" system or go to STV. The view had been pressed on the Council fairly forcefully by the membership.

Mr J. Kerr said it was difficult to estimate how the membership felt about the matter, but he suggested they looked upon STV, or any other system, from the point of view of whether it returned their favourite candidates. From the membership's point of view, that was a perfectly reasonable attitude to take. From the Council's point of view, however, he said that it was desirable to look at the result of the voting and see the spread of areas of representation. There was no doubt that the employee pharmacist had come out better with STV than any other section. It was difficult to find an employee pharmacist candidate before who had been returned under the "X" system. Mr W. Howarth said that he, as an employee, had been elected under both systems.

Better representation

Mr C. Hitchings pointed out that if one looked at the figures for those voting, it was seen that the average before STV was introduced had been 35 and the average since, 33 per cent, which was a negligible difference. There was better representation across the Council, and after two years' experience, he felt that the decision should not be changed. Professor Beckett pointed out that it was seven per cent of voters.

Mr D. N. Sharpe, vice-president, opposed the motion because he saw no value in taking what amounted to a further referendum. The membership had been consulted, and even if there were a 60:40 result from a restricted section of people, it provided no additional information. It was for the

Council to make a decision. Dr T. G. Booth suggested that the move to STV would have made no difference so far as employee representation was concerned. But in the recent referendum there was a slight majority for returning to the "X" system. The Council was divided evenly on the matter. In his view, he said, it should be put back to the members with a request that they decide.

Mr D. Dalglish said that the Council's purpose was to control the affairs of the Society and it was up to the Council to take decisions which it felt were in the best interests of the Society. In his view, Professor Beckett's argument regarding percentages was spurious. There was no doubt, Mr Dalglish concluded, that STV had produced a very well balanced Council.

Professor Beckett's motion was lost and on the motion of Mr Sharpe the Council agreed that the transferable vote system be retained.

Views sought on general practice

Arrangements for the Society's annual meeting are to be changed in 1979 to allow for the views of the Society's branches on the interim report of the working party on general practice pharmacy to be discussed in the evening, while the formal business of the meeting is conducted in the afternoon.

Mr D. Lewis, secretary and registrar, said that it was proposed that a copy of the interim report, together with a discussion document to be prepared in the office, should be sent to both the chairman and secretary of each branch, asking them to submit the views of their branch by December 31 and acknowledging that a special branch meeting might have to be organised for that purpose. This was agreed.

It was also agreed that the discussion document should summarise and ask for comments on particular recommendations in the report, namely—the services to be developed by pharmacies within or, where no such pharmacy exists, the pharmacy close to, a group surgery; the sale of medicines, poisons and chemicals; the provision of medicines on the pharmacist's professional judgment; diagnostic testing; dispensed medicines for housebound patients; patient registration and patient medication records; the ownership of pharmacies.

A further proposal was that the views submitted by the branches should be

summarised for consideration by the Council at its meeting in February, 1979, and that motions might then be put by the Council to the branch representatives' meeting in that year. But Mr Dalglish felt that it would restrict the matter to those attending the BRM and taking part in the debate. He suggested it might be better to put the matter to the annual general meeting. This was carried.

Mr Dalglish said he assumed there was no problem about starting the annual meeting at 2pm instead of in the evening. Mr Lewis replied that that was within the discretion of the Council. Professor Beckett said they could not vote in the afternoon. The debate on the matter would have to be continued so that those members who normally attended the annual meeting could participate in the discussion.

Evening discussion

Mr W. Darling moved that the annual meeting should begin in the afternoon, in order to discuss the Council's motion on the interim report, and that it should be adjourned at the end of that discussion and reconvened in the evening. Mr Stevens moved an amendment, that the annual meeting should begin in the afternoon, and that the routine and formal business should be dealt with then, and that the special motion on the interim report should be dealt with in the evening, so that as many people as possible could hear it. This amendment was carried by nine votes to seven and the substantive motion was carried.

The secretary and registrar suggested that the recommendations in the interim report dealing with National Health Service dispensing contracts with individual pharmacists and on a contractual after hours service should be put to the Pharmaceutical Services Negotiating Committee in the hope that the PSNC's views would be submitted to the Council as soon as possible. That was agreed.

The postgraduate education subcommittee has been renamed the Postgraduate Education Committee. The Organisation Committee was reminded of the Council's decision that at the July meeting each year the attention of members of Council should be drawn to the statement made in October, 1937 by the then president concerning collective responsibility of members of Council for Council's policies.

Supplementary grant

The Council agreed to a recommendation of the Organisation Committee that a supplementary grant of £53 should be made to the Dudley, Stourbridge Branch with a reminder that every effort should be made to keep expenditure within the grant allocation. The branch required the money to cover a loan transferred from its social account in order to complete the branch programme for the 1977-78 financial year. The branch had held 11 meetings during the year and had wished to maintain that level of activity.

A reception is to be given by the Council at the British Pharmaceutical Students Association conference to be held in Sunderland in April, 1979.

Representatives of the Society had a meeting recently with the secretary of the Institute of Health Education to explore possible ways of co-operation between the two organisations. It was agreed to consider the possibility of holding a joint meeting in London with one speaker from each organisation. It was also suggested that consideration might be given to health education courses being established at regional level and it was agreed to find out whether those could be made available under Part II services.

The general practice subcommittee recommended that an evening meeting should be held in the Society's headquarters during October with Mr J. P. Kerr speaking on the subject of "The role of the general practice pharmacist in health education." It was felt that it was premature to embark on the organisation of a series of regional health education courses until the success or otherwise of the London meeting had been established.

It was reported to the Council that the Department of Health had as yet made no final decision on the triple prescription scheme, but was still considering the matter.

Following the Price Commission report on proprietary medicines, a letter was sent to the Secretary for Prices and Consumer Protection indicating that the Society would support any campaign to provide information about the availability of unbranded drugs and to persuade the public to seek pharmacists' advice on their suitability. It was also noted that the head of consumer policy unit of the National Consumer Council was making a similar approach to the Department of Prices.

Chloroform control

Although chloroform is controlled as a medicine, for non-medicinal purposes it can be sold at present in any shop subject to labelling under the Dangerous Substances Regulations. A meeting of the Society's inspectors on May 17 recommended that in view of the lack of control of sale of chloroform for non-medicinal purposes, steps should be taken to reinstate chloroform in the Poisons List. It was agreed that this suggestion be put to the Poisons Board.

The question of concessions under the Medicines Act to be made to "non-statutorily registered practitioners" was discussed by the Law Committee. What is being proposed is that a similar exemption from licensing as that which applies to herbal practitioners, homeopathic practitioners, etc, should be applied to other special groups of unregistered practitioners following various systems of medicine. There was another proposal that further temporary exemption (six months) should be given in respect of parenteral administration of certain medicinal products to those

"non-statutorily registered practitioners". The Committee expressed grave doubts about the extension of such concessions, and agreed that a letter should be sent to the Department of Health expressing the Society's objections.

The Ministry of Agriculture, Fisheries and Food is proposing to include, in a forthcoming amendment order, a deferment for a further period of six months from August 11, to permit the continued sale by agricultural merchants of veterinary medicinal products for parenteral administration which are not at present subject to restriction on retail sale. The new deferment would allow continued consultations up to February 6, 1979.

Pharmacist to be warned

The Ethics Committee recommended, and the Council agreed, that a warning letter should be sent to a pharmacist who had been the subject of an advertising feature in a local newspaper. The feature had been headed "Keeping ultra busy is his prescription for each day". It has also carried a photograph of the superintendent pharmacist, allegedly dis-

persing, and reference had been made in the editorial matter to pharmacies owned by the company. The Committee received a statement from the pharmacist that he had not seen any copy before it had been printed. It was suggested in Committee that the remarks made by the chairman of the Statutory Committee on the subject of advertisement features should be drawn to the pharmacist's attention.

A pharmacist who opened his new pharmacy between four existing pharmacies and a new health centre had experienced difficulty regarding the signs associated with his pharmacy, mainly because it was situated off a main street in a mews containing about eight lock-up premises. Each evening and at weekends the entrance archway to the mews was closed. The pharmacist had asked if he could fix a notice adjacent to the archway setting out his name, address, qualifications and services offered. The Ethics Committee recommended that the pharmacist should be told he could not be exempted from the Council view that signs should be attached only to pharmacy premises.

LETTERS

Continued from p113

to lead. By the present system the life blood of the profession—the general practice pharmacist—is virtually excluded from playing his part either on the PSNC or the Council of the Society. The profession has the tools in the form of hundreds of able and keen pharmacists we could place in these positions, but who cannot agree to go forward because of the demands on their time.

Reform our system so that we can draw not on those who are fortunate enough to be able to afford the time, but on those who are most able and capable of leading us. Make it possible for them to play their part and finish the job—the results might well astound us, and we might get 90 per cent of voting papers returned by the pharmacists who at present are too disillusioned to vote.

Edwin C. Evens
Fordcombe, Kent

Tablet counting

As a major manufacturer of tablet counting machines and also the principal supplier of this equipment to the rest of the world, C. E. King Ltd feel it necessary to comment on the statement issued by the Pharmaceutical Society's Council and reported in your issue of June 17, drawing attention to short-comings inherent in certain types of electronic tablet counting machines relating to difficulties of cleaning, with all the attendant risks that arise from such deficiencies.

Because the Society's Council specifically referred to dispensing counters of the electronic type, we would not wish it to be inferred that these remarks could,

in any way, apply to the King Unicount dispensing counter produced by ourselves and, furthermore, would repudiate any suggestion that it might only be suitable for the handling of coated tablets and capsules.

As a relatively new model, the Unicount has embodied in its design, features that reflect over 25 years' experience in the supply of counting equipment to the pharmaceutical industry and where such things as accessibility and ease of cleaning are given high priority. The cleaning of this machine can after each product, therefore, be undertaken in a few moments and there are no concealed areas where product or dust may remain undetected, removing immediately the possible risks referred to in the report.

We hope you will understand that these remarks are made not for purely commercial reasons but, on such a serious subject, to endeavour to re-assure our many customers who have purchased this equipment and who might be concerned about its future suitability in the dispensing pharmacy.

F. J. Rogers
UK sales manager
C. E. King Ltd

An appreciation

A customer's appreciation of help from a pharmacist was recently expressed in a letter to the *Aldershot Weekend News*. She says she visited several shops in search of a left-handed feeding cup but without success until she entered the pharmacy. The pharmacist said he did not stock such a cup but could get one within a few days. By 5.15 pm he had delivered it to the customer's door with a bill for £0.54. The customer says his profit must have been negligible but his kindness and consideration was priceless—she had never shopped there before.

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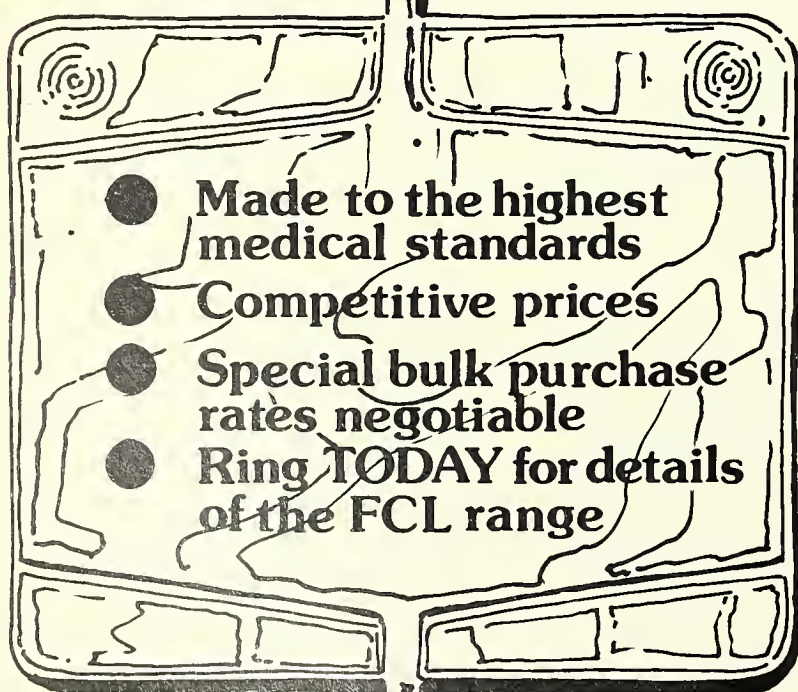
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Reprimand after trading free samples for cash

The manager of an Essex pharmacy was reprimanded by the Pharmaceutical Society Statutory Committee, on Tuesday, after trading free samples for cash.

Mr Robert Welsh had told police he regarded it as one of the perks of the job, and had signed a statement admitting he took £100 from the pharmacy of S. Simmonds Chemists Ltd, Frinton Road, Holland-on-Sea, said Det Sgt Graham English.

Mr Welsh later objected to the word "steal" being used in the charges against him. He said he preferred the word "acquired," said the officer. Mr Welsh, of Peter Bruff Avenue, Clacton-on-Sea, was before the Committee following his appearance at Ipswich Crown Court last November when he pleaded guilty to three charges of false accounting. He was sentenced to nine months imprisonment suspended for two years and ordered to pay £150 compensation.

The Committee was told Mr Welsh had received "gifts" from pharmaceutical representatives. Mr Welsh said he felt they were gifts for him personally. He traded them for cash or other goods in the pharmacy. "I do not consider myself a bad man or a dishonest one." He was now a pharmacist in the Maldon branch of Colchester Co-operative Society.

He said the £150 compensation "was the value I attach to what I had acquired over the seven months period of my management." He estimated that he had lost about £1,250 since the legal proceedings began.

Committee chairman, Sir Gordon Willmer, said Mr Welsh's behaviour was "quite inexcusable," but he was not favourably impressed with the practice whereby wholesalers' representatives left goods behind apparently as gifts. "This practice can only lead to various forms of dishonesty such as had happened in the case." Because Mr Welsh still had the suspended sentence hanging over him the Committee felt it could take a lenient view and decided that he be reprimanded.

'Which?' looks at sleep and drugs

If you are using a barbiturate sleeping "pill," ask your doctor to help you change over to a non-barbiturate, says the latest *Which?* In a section on sleep, some of the drugs available are reviewed. The most common are benzodiazepines and barbiturates (brands are listed), the report says. The sleep they produce is different from normal and the effects can last for hours after waking.

Barbiturates, Doriden and Mandrax are the most likely to become addictive, have more side effects and are more

dangerous in overdose than benzodiazepines and other non-barbiturates. Sleeping "pills" may be useful in some situations but they should be avoided if possible, the report warns. General practitioners had generally been liberal but uninformative about the drugs prescribed. Nine out of ten of patients surveyed had been given a prescription; few doctors had given warnings about side effects, repeats were generally easy to obtain without seeing the doctor. One "bright spot" was that most GPs had got patients off barbiturates.

New appendix on sterilisation in BP Addendum 1978

A new appendix on methods of sterilisation is included in the British Pharmacopoeia 1973 Addendum 1978 (HM Stationery Office, £6.50), published recently.

It replaces the statements on methods of sterilisation formerly included in the general monograph on injections and in appendix XXII, "Sterilisation of powdered substances." The new appendix

covers heating in an autoclave, heating with a bactericide, filtration, exposure to ionising radiation and ethylene oxide.

The Addendum, which comes into effect on December 1, includes changes resulting from the introduction of the Supplement to Volume III of the European Pharmacopoeia. The requirements of the general monograph on tablets have been replaced by those of the European Pharmacopoeia and there is a change in the method of performing the test for disintegration. Revised formulations for compound rhubarb tincture and compound cardamom tincture require use of volatile oils rather than the original crude drugs.

Index Nominum

A larger format, entirely revised edition of the Index Nominum has been published by the Swiss Pharmaceutical Society. The ninth edition (SW Fr 185) of this alphabetical list of generic and trade names of internationally available drug products containing one active substance has an A4 size format with a two-column layout. There are 3,645 compounds and derivatives listed, 270 of which are new. Information is given on International Nonproprietary Names (INN) and other generic names, trade names, manufacturers, chemical names and structures; pharmacopoeial monographs on each drug and a brief guide to the main therapeutic uses, are included.

Stuart Hall day at Morecambe

Television personality, Stuart Hall of "It's a Knockout" and "Look North", visited Mr. M. B. Wood's pharmacy last month to take part in a day of competitions and consumer offers. Named "Stuart Hall Day", June 7, saw Mr Wood giving away £250 worth of prizes and running promotions from such firms as Nivea, Wilkinson Sword, Eylure, Lancome, Givenchy, Dior, Charles of the Ritz, Revlon, Agfa, BBC, Hamlyn and Corgi.

Stuart Hall arrived at the Morecambe promenade in a Model T Ford and was

"knighted" by comedian Ronnie Coyles who used a "genuine" Wilkinson sword and gave him the freedom of the store. Later Stuart presented the prizes and then signed 300 copies of his book *Cook the Look North Way*. Mr Wood presented free samples to every customer and three employees of Photopia were demonstrating photographic equipment. Customers are said to have responded well to this "Promotion Day" and those who appeared in the photographs taken were presented with them free of charge as souvenirs.



Beecham make £14m offer for Scott and Bowne

The Beecham Group has made an offer of £14m for Scott and Bowne whose products include Fenjal, Vykmin capsules, Scott's emulsion and Pagan Man toiletries. The offer has been accepted by the majority of shareholders. The company of Scott and Bowne was first registered in 1888 and last year its pre-tax profits increased by about 42 per cent to £1.64m with turnover increasing by 18 per cent to £8m. Two-thirds of the company's sales are in the Far East and Australia, and Beecham say that acquisition of the company would clearly strengthen their own position in that part of the world markets.

Price Commission criticised

Criticism of the Price Commission is expressed by Beecham chairman, Mr G. J. Wilkins, in the annual report. He says much of British industry has continued to be encumbered with the bureaucratic requirements of the Price Code whereas the forces of competition are strong in the private sector. The ritual of applying for permission to raise prices followed by the waiting period is all a monumental waste of time. Efficiency could not be improved by superficial inquiries and official reports. Like price levels themselves, it is determined by competitive pressures.

A welcome development last year, he

says, was the UK Treasury's decision to allow the raising of dividends by more than the maximum amount permitted by the Government's dividend controls. The return to shareholders rose to a more realistic level but it was impossible to say if Beecham would be able to keep them at that level, he says.

Commenting on the Government's policy, he says a good deal of indignation has been expressed about its readiness to defend its pay restrictions with any available weapon, including its position as a purchaser of goods and services from the private sector, and legislation intended for totally different purposes. "The criticism, in my view, has been fully justified: we are getting dangerously close to totalitarianism when a Government which lacks the will to seek Parliamentary approval for a policy is prepared, regardless of constitutional propriety, to use almost any other means to achieve its ends." He goes on to say that within the next 15 months, and probably six, the Government will have to defend its record at a general election. However, he has doubts for the outcome. A Conservative government may depart from the principles of market forces and fiscal responsibility and the Labour party may not apply the lessons of the past four years.

Avon investing £18m on new plant

A major expansion of manufacturing capacity, to cost over £18 million, has been announced by Avon Cosmetics Ltd. Managing director, Brian Crosby, says, "expansion is necessary to meet Avon's rapidly growing business in the UK and

Europe." The company's decision to make this investment in a British-based manufacturing plant has been aided by the recent government announcement of a selective investment grant of £1.875m.

Avon has bought land adjacent to its present site to make a total of 27 acres, on which the new manufacturing unit will be built. The first phase of the new construction programme will begin immediately and will be completed in mid-1980. Phase two foresees the construction of a new, custom-built warehouse.

The company is firmly committed to direct selling, says Mr Crosby, "customer loyalty proves that they like the convenience and comfort of buying cosmetics and other beauty and grooming products in their own homes, especially as they are backed by Avon's unconditional product guarantee." Avon representatives offer their customers a range of 600 items, including make-up, skin care, fragrance and bath products for women; men's Cologne, talc and after-shave; jewellery; and grooming products for children and teenagers.

Briefly

Vestric Ltd are to build a 14,500 sq ft warehouse on a site at the Meadows, Nottingham, to replace their existing branch at Triumph Road, Lenton, Nottingham. The new premises are expected to be operational in April 1979.

Noxell Corporation, the American-owned company producing the Cover-girl cosmetic range, are planning a four-year expansion to the Wakefield Plant. The expansion plans, which could provide another 150 jobs in the city, include using six acres of land adjoining the present site.

Mrs J. Q. Boardman and Mr D. J. Dalglish, member of the Pharmaceutical Society's Council, have sold their business **D. Dalglish and Son**, 7 Bank Street, Aberfeldy, to Mr and Mrs J. E. Bancroft. The new owners will continue to trade as D. Dalglish and Son. Mr Dalglish has bought the pharmacy of **E. A. Kidd**, 31 High Street, Kirriemuir, near Dundee, Angus.

APPOINTMENTS

Vestric Ltd: Mr K. A. Young has been appointed branch manager at Paignton, succeeding Mr "Bob" Crocker (see p95).

May & Baker Ltd: Mr J. McAinsh has been appointed general manager of the pharmaceutical division and elected to the board. He takes over the position from Mr A. D. H. Self, who retired at the end of June after 41 years' service with the company.

Bristol-Myers: David Thresh has been appointed general sales manager for the retail division. He joins the company from Wilkinson Sword where he was national sales manager. Carolyn Meunier has been appointed group communications manager. She will be responsible for the direction of the company's public relations programme.

Mr P. Cunliffe, chairman, ICI pharmaceuticals division (right), receiving the Queen's Award for Technological Achievement from HM Lord Lieutenant for the County of Chester, the Rt Hon the Viscount Leverhulme (left). Councillor D. Kingston, Mayor of Macclesfield, is looking on. The division is the highest individual winner with a total of nine Awards.



MARKET NEWS

More chemicals up

London, July 12: After last week's round of price increases in pharmaceutical chemicals higher rates have again been announced for a large number of other items in that category. Most of the changes this week, however, relate to items which have restrictive or specialised uses and should not greatly affect the overall index. More significant is the fact that after a period of relative stability prices of chemicals appear to be moving up again.

Among spices a number of commodities were easier, accounted for by the better exchange rate of the pound sterling against the US dollar. Some idea of the scarcity value of Madras turmeric was seen during the week when a parcel changed hands in Rotterdam at the equivalent rate of £1,600 metric ton; offering on the London market were poorer grades of turmeric from Alleppy and Bangladesh origins at around £1,100 ton, white pepper is very short on the spot and rates quoted bear no relationship to the forward price. Botanicals were little changed on the week.

In essential oils cinnamon leaf was advanced to £3.20 kg, cif, but spot holders did not react in sympathy and were still offering at about £1 kg under the replacement price. Brazilian peppermint was slightly dearer for immediate delivery while Mysore sandalwood fell £5 to £80 kg.

Pharmaceutical chemicals

Ammonium tartrate: Commercial £1.51 kg in 50-kg lots.
Ascorbic acid: (Per kg) £7.70; 5 kg £6.45 25-kg £5.70 sodium ascorbate, as for the acid, coated, £7.91, £6.66, £5.91 respectively for same quantities; palmitate £21.14, £19.89, £19.14 respectively.
Carotene: Suspension 10% £33.42 kg; 5-kg £31.42 kg, 30% £59.13 and £57.13 respectively. Crystalline £174.05 kg.
Choline: (500-kg lots) bitartrate £2.41 kg; dihydrogen citrate £2.40.
Ergometrine maleate: £6.65g in 50-kg lots.
Ergotamine tartrate: £4.25g in 50-kg lots.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £205; anhydrous £445, liquid 43 Baume £215 (5-drum lots); naked 14-tons £175 ton.
Hydrogen peroxide: 35 per cent £223 metric ton.
Kaolin: BP natural £122.50 per 1,000 kg; light £128.70 ex-works in minimum 10-ton lots.
Lactic acid: BP 88/90% £1.75 kg in 70-kg drum.
Magnesium carbonate: BP per metric ton—heavy £550 to £590, light £450.
Magnesium chloride: BP crystals £0.68 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £198.32 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,240, 28 per cent paste £440.
Magnesium oxide: BP per metric ton, heavy £1,350, light £1,240.
Magnesium sulphate: BP £116.70-£124.70 metric ton commercial £103.50-£111.50, exsiccated BP £249.40.
Magnesium trisilicate: £1 kg (metric ton lots); £1.20 kg (500 kg lots).
Pethidine hydrochloride: Less than 10-kg lots £41.64 kg. Subject to Misuse of Drugs Regulations.
Petroleum jelly: BP soft white £356.60 metric ton delivered UK; yellow BP £338.556 in 174-kg drums.
Potassium nitrate: BP £0.94 kg for 50-kg drums.
Quinine: (50-kg lots per kg) Alkaloid £100, bisulphate £73.50; dihydrochloride £95, hydrochloride £92, sulphate £85.50.
Saccharin: BP in 250-kg lots £4.93 kg, Sodium £4.25
Sodium acetate: BP crystals £0.81 kg in 50-kg
Sodium acid phosphate: BP crystals £1.07-£1.18 kg for 50-kg lots.
Sodium benzoate: £0.5623 kg in 500 kg lots.
Sodium bicarbonate: BP £98.04 metric ton minimum, 10-ton lots delivered UK.
Sodium carbonate: Anhydrous £350 per metric ton.
Sodium chloride: Vacuum-dried in 10-ton lots £26.59 metric ton delivered London.
Sodium citrate: Granular £739 metric ton, powder £754
Sodium fluoride: in 50-kg lots £1.6484 kg.
Sodium gluconate: £720 technical (1,000 kg).
Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.75 kg, sticks £3 731 kg.
Sodium nitrate: Recrystallised £0.75 kg for 50-kg lots
Sodium nitrite: BPC 1973 £0.79-£0.96 as to maker for 50-kg lots.
Sodium perborate: (per 1,000 kg) monohydrate £479 tetrahydrate £283.
Sodium percarbonate: £375.50 per metric ton.
Sodium sulphate: Fine crystals BP £80 per metric ton, pea crystals £99.90, commercial £34.60.
Sodium sulphite: Crystals £0.424 kg (500 kg minimum).
Sodium thiosulphate: photo grade £163.10 per metric ton; £152.30 ton in 4-ton lots.
Sorbitol: Powder £500 metric ton; syrup £250.
Talc: BPC sterilised £510 metric ton in 50-kg lots: £310 for 1,000 kg lots.

Theophylline: Anhydrous and hydrous £5.33 kg in 100-kg lots delivered; ethylenediamine £5.53 kg in 100-kg.
Tocopheryl acetate: £16.56 kg; £15.31 kg in 5-kg lots, £14.56 (20-kg). Powder 25' £16.13, £14.88; £14.13 (25-kg) respectively.
Yohimbine hydrochloride: £285 per kg.
Zinc acetate: Pure £1.09 kg in 50-kg lots.
Zinc chloride: Granular 96/98 per cent £420 metric ton, delivered.

Crude drugs

Cinnamon: Seychelles bark £475 metric ton spot, £400 cif, Ceylon guills 4 o's £0.74 lb; featherings £307 metric ton, cif.
Ginger: Cochín new crop £1,090 metric ton, spot, £1,030, cif, Other sources not offering.
Mace: Grenada unsorted £2,140 ton, fob.
Menthol: (kg) Brazilian £9.20 spot; £8.60, cif, Chinese £9.00, cif, £7.85, duty paid.
Nutmeg: (per metric ton) Grenada 80's unquoted; unsorted £1,435, defectives £1,130.
Pepper: (metric ton) Sarawak black £1,155 spot; £1,060, cif; white £1,785 nominal; spot; cif.
Seeds: (metric ton) **Anise:** China star £975 spot, £760, cif, **Caraway:** £745, **Celery:** Indian new crop £470, **Coriander:** Moroccan £210, **Cumin:** Egyptian £860, Turkish £860, Iranian £770, **Dill:** Moroccan £210, Indian £525, **Fennel:** Chinese £240, **Fenugreek:** Moroccan £225, **Maw:** £440, **Mustard:** English £250-£350 spot.
Turmeric: (metric ton) Madras finger no firm quotations, Alleppy £1,020; Bangladesh £975.
Witchhazel: Leaves £3.05 kg spot; no cif.

Essential oils

Camphor white: £0.89 kg spot; £0.87, cif.
Cassia: Spot nominally £36.50 kg; shipment £34, cif, English distilled from bark £160.
Cinnamon: Ceylon leaf £2.25 kg spot, £3.20, cif.
Peppermint: (kg) Arvensis—Brazilian £5.80 spot, £5.60, cif, Chinese £4.60 spot; £4.45, cif, Piperata American Far West about £21 cif.
Sandalwood: Mysore £80 kg spot, no shipment.
The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Sunday, July 23

West Glamorgan Local Pharmaceutical Committee, Dragon Hotel, Swansea, afternoon. Open meeting for all West Glamorgan contractors to discuss the reasons behind the levy withholding. To be attended by Mr Alan Smith (chief executive Pharmaceutical Services Negotiating Committee), Mr David Sharpe (chairman, PSNC) and Mrs Marion Rawlings, (Welsh representative, PSNC).

Advance information

Third European Seminar on Quality Control in the Pharmaceutical and Cosmetic Industries, September 28-29, University of Zurich, Switzerland. Topics—Good laboratory practice, self-inspection and quality audit, quality level evaluation, quality assurance of supplies. De tails from seminar secretariat. Third EOQC Pharma Cosmetic Seminar, PO Box 182, CH-4013, Basel, Switzerland. Registration by August 15.

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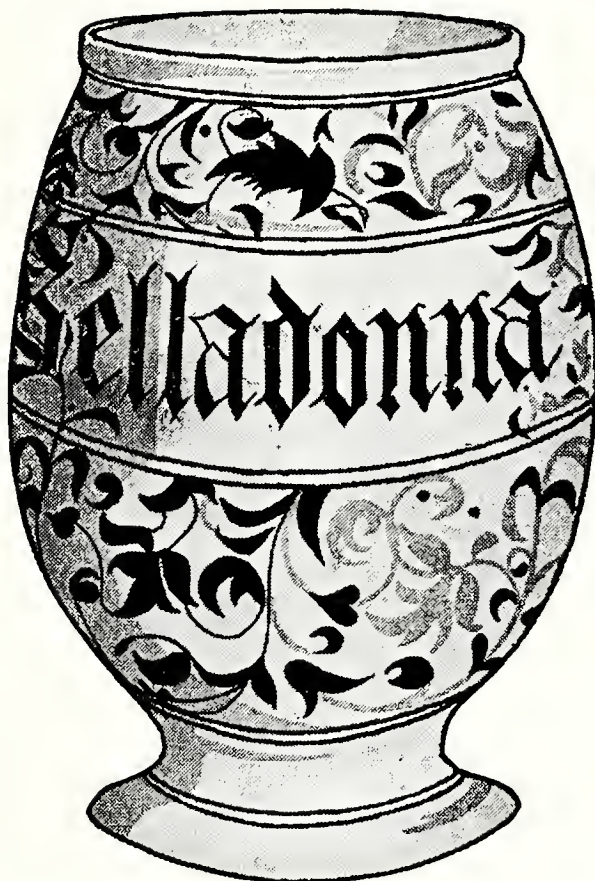
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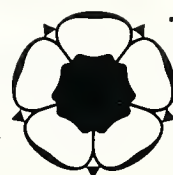
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